

The Electrician

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**RED
SPOT**

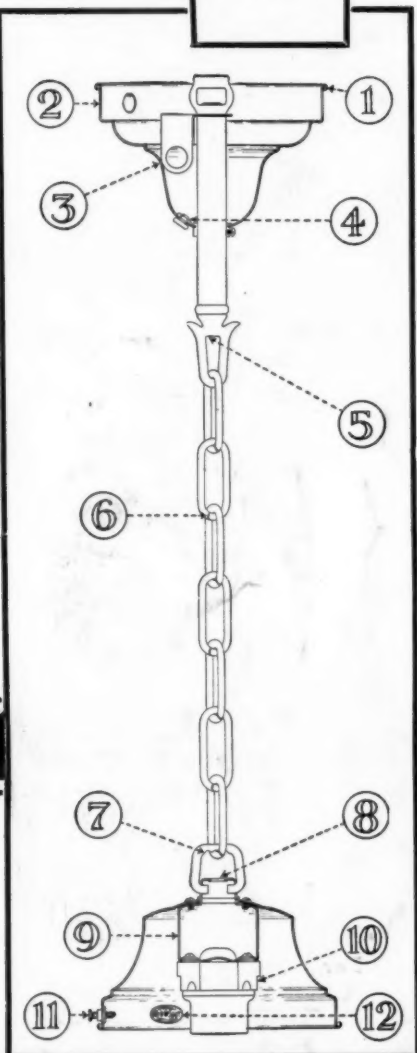
better
and
better



this ad tells why
"RED SPOT" HANGERS
are **RED SPOT** better

THE quality of the "RED SPOT" can be seen and appraised by any one who will give it a ten-minute inspection. Here are 12 reasons why you cannot buy or assemble any other hanger as good as "RED SPOT" for anything like "RED SPOT'S" price:

- 1—Beaded edge reinforces 22 gauge metal canopy.
- 2—Extra deep flange with knock-out for mounting switch.
- 3—Special Wakefield switch-mounting attaches firmly to "main support of the fixture."
- 4—Knock-out for switch cord—bushing and lock-nut supplied.
- 5—Neatly reamed oversize wireways.
- 6—"Absotite" brass chain having tensile strength of 120 lbs.
- 7—Notched loop holds glassware in perfect balance.
- 8—Oversize wireway permits wiring hanger without removing lamp socket.
- 9—One-piece socket extension permits proper positioning of lamp.
- 10—Porcelain socket and 14 gauge wire make it unnecessary to use insulating joint.
- 11—Bushing with 5 threads insures firm hold on glassware. Bevel points prevent screws from loosening when glass is in position. Upset threads prevents screw being removed from holder.
- 12—"Red Spot" nameplate guarantees quality.



TRADE

MARK

THE F. W. WAKEFIELD BRASS CO.

120-130 Walnut Street,

VERMILION, OHIO

Pacific Coast Representative:

Geo. A. Gray Company, Los Angeles and San Francisco

"Ring and Talk—Don't Walk"



Lamp-Type "Intertalk" Telephone Switchboard System



Pattern No. 1172

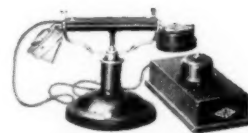
RECOMMENDED FOR
Banks, Commercial Institutions, Schools, Hospitals,
Factories and High-class Apartment Houses where
service is desired between Switchboard and Sub or
Outlying Stations.



Pattern No. 2530



Pattern No. 287



Pattern No. 385



Pattern No. 2649



Pattern No. 190

Table Type Lamp Signal Switchboard



Pattern No. 2524

MANUFACTURED BY

STANLEY & PATTERSON

INCORPORATED

GENERAL OFFICES AND FACTORY

250 WEST ST.

NEW YORK, U. S. A.

If De Veau Catalog No. 40 Is Not In Your Files Send For Same

Win!
- a \$15,000 Home
- 4 years at College
- 2 years at College
- 1 year at College
Enter the Home Lighting Contest

This \$15,000 Electrical Home - free

Your Own Child may win this \$15,000 electrical home!

a fact
1/4 of all our school children have defective vision

THE HOME LIGHTING CONTEST

The Lighting Educational Committee

Above Advertisement for Children's magazines and lower middle that for teachers' periodicals.

Upper middle and right show first and second advertisements for national magazines.

In a Few Days the Public Will Know

That there is a Home Lighting Contest with a \$15,000 Electric Home as first prize. Is your town organized to handle the inquiries and speed the campaign on?

BEFORE this month goes by, over twenty million persons in the United States and Canada will be informed of the Home Lighting Contest which is being conducted by the Lighting Educational Committee. Through the medium of advertising in over twenty national magazines, the general public, for the first time, will be told about the contest and millions of school children will immediately clamor to enter the contest.

Prior to this time, the Home Lighting Contest has been more or less a secret of the electrical industry. Here and there the word that a Better Home Lighting Activity was in progress has trickled to the public, but the people generally have been unaware of the project.

On Thursday, September 11, however, when the Saturday Evening Post is placed on the news stands and in the subscribers' homes, the word will be out and the public will know that a

\$15,000 home and ten scholarships will be given to the school children of the United States and Canada. Children will be informed that in order to enter the contest to win these prizes, they must go to the local electrical club or league and get a copy of the Home Lighting Primer. They will be asked to watch for the announcement of the essay contest in their town and if the opinions of the leaders of the industry are worth anything, children will do just this.

For this reason, any town in the United States and Canada where there are children, will want to be prepared for the inquiries which will come when this first advertisement appears in the Saturday Evening Post. If, perhaps, some of the families do not read the Saturday Evening Post, they will see the advertisement in any one of the following magazines:

Literary Digest, Collier's, Hearst's,

International, American Magazine, Cosmopolitan, Red Book, McCall's, Woman's Home Companion, Pictorial Review, Delineator, Designer, Good Housekeeping, Ladies' Home Journal.

The Literary Digest and Collier's advertisements appear on September 20th and the monthly magazines in the October issue, which is published the latter part of September. This is the opening charge on the public and undoubtedly the public will respond.

Practically all of the communities which are holding Home Lighting Contests think it advisable to back up this large national advertising campaign with advertisements in the local newspapers. These ads will definitely tell the public that children of these towns will be able to participate in the contest and will give them information regarding the manner in which it will be handled. Local communities feel that if this is not done, there will be a great

rush of inquiries to all of the electrical people of the community, which will cause no end of inconvenience.

Thus, the national advertising campaign will be backed up by local advertisements throughout the United States and Canada. In this way, the Home Lighting Contest will become a great national activity, comparable to the Liberty Loan Campaigns. In fact, it has been said that this is the biggest thing ever conducted in this country since the Liberty Loans.

At the same time that the campaign is being carried on in the national magazines, juvenile publications such as *The American Boy*, *Boys Life*, *Youths' Companion* and *St. Nicholas* will carry

this story directly to the children. School teachers in 38 states will be informed of the contest in September through their own state journals. The advertisement in these publications will point out that one-fourth of all the school children have defective vision and that the Home Lighting Contest, sponsored and supported by the entire electrical industry, will be conducted so that this defective vision may be lessened. School teachers will be told that the Home Lighting Contest will not interfere with their regular school work and that it requires no time of the teacher. By this advertising, the instructors will be better informed of the contest and should be willing to give their as-

sistance in order to overcome the defective vision problem. Copies of the Home Lighting Primer will be furnished free to the school teachers on request, so that by the time the contest opens, they will have had the opportunity of knowing exactly what is desired of the schools.

The second advertisement in the national magazines tells the parents that their children may win the \$15,000 home. While the school children might not be as interested in a new home, the parents will immediately realize its value and not only urge, but help their children to participate in the contest.

It is not difficult to realize the importance of local communities having all their plans ready for participation in the Home Lighting Contest when the advertising begins to appear in the magazines. This is the biggest campaign ever conducted by the entire electrical industry. For it to be successful from every angle, every local community in the United States must participate by holding Home Lighting Contests. This is the only way in which the children in the local communities can participate and if in any community they find that the electrical people of their town have not acted so that they may enter the contest, the reaction is likely to be unfavorable to the electrical people of their community.

The plan is well organized in thousands of communities in the United States. It is up to the local communities to make this plan successful and if you are in a place where nothing has been done up to this time, don't wait any longer. The electrical contractors are in this campaign body and soul to make it a success. Call a meeting today of the electrical fellows in your town and start something.

Factory Lighting Booklet

A 24-page booklet on better factory lighting has been gotten out by the Society for Electrical Development, 522 Fifth Avenue, New York City, for distribution to the electrical consumer. It takes up every phase of the value of better lighting in factories and industrial plants and shows by graphic illustrations the benefits obtained by improved illumination.

The Society's report on its summer activities has also been published. It details special activities such as the Home Lighting Contest, the Red Seal plan, and Camp Co-operation IV.

A Lamp Rack That Sells Lamps



Once again the Louis D. Rubin Company, of Charleston, S. C., has come forward with an idea for making sales of electrical supplies easier and oftener. This time it consists of a new lamp rack which the company has installed and which shows 51 types of lamps.

Each lamp in the rack is labeled with the cost and the current consumption cost, as well with size on a label in each section. The lamps are wired in groups with a small panel board under the sign below the rack, so that the salesman can show five or six lamps at a time and afford the customer an opportunity to make a comparison.

On the side of the rack is a test

socket for testing lamps and a series test socket for testing fuses and cords. The rack cost approximately \$20.00 to construct. This cost, according to Mr. Rubin, the company expects to pay for out of the extra sales during the first month.

The colored lamps on the top right-hand corner make a beautiful color effect. They are kept lighted all day. Seen from the front they have a rainbow effect and inevitably call the attention of the casual customer to the lamp rack. The company during the first week of the rack display found that it had increased lamp sales considerably, since it simplified the selling problem by permitting the customer to see at a glance each lamp.

The Woman in the Electrical Business*

By MRS. J. W. RANKIN, Gulfport, Miss.

THE fundamentals of success for a woman in the electrical business are much the same as for a man in any business. They consist of hard work and the intelligent observance of common-sense business rules. However, a woman in business often gets a view of business problems that is of value to the men with whom she works, particularly in the business of merchandising electrical appliances.

The electrical store that sells the electrical idea to the women of the community is going to be one of the most successful stores in that community, since the women form the larger percentage of buyers of electrical goods. In this work of selling to women the business woman's sense of what other women like can be of real assistance. Creating a store arrangement that will attract women customers and arranging a personalized service for them are two ways for the business woman to apply her talents in the electrical store. There are many others along this same line.

However, to qualify as a real electrical dealer a woman should know something on the subjects I list below:

Organization: The beginning of everything is organization. In business, in your home, in your church or your club, it is the starting point, and most necessary. Organizing your stock, your employees, and especially yourself. Taking time to think and plan your work, time for changing things and assigning to each person in your establishment certain specific duties is necessary before even starting action. Organization and system are so closely related and so necessary to each other, that where one is found the other also abides.

Records: Keeping accurate accounts of sales made, cash or credit; money taken in and paid out; extreme care as to correct bank balance; carefully checking invoices, prompt payment of same, always observing whether or not discount applies, is all important.

Courtesy: Friendly greetings, without familiarity, when customers come into



MRS. J. W. RANKIN is the wife of one of the partners of the Standard Electric Company of Gulfport, Miss., the company being one of the best-known firms of electragists in that state. Though she has been active in women's clubs and organizations and was one of the delegates to the first convention of the National Federation of Professional and Business Women, she had had no business training or experience until America entered the last war. At that time Mr. Rankin found himself shorthanded in his establishment and Mrs. Rankin volunteered her services. Since then she has become conversant with all the angles of the electragist's business and has conducted her share of the work in so efficient a manner that she was asked to give this talk on "The Woman in the Electrical Business" before the recent annual convention of the Mississippi Electrical League.—The Editor.

your store; calling them by name whenever possible, but always remembering them. To my mind this is one of the most important phases of our business, as we have many tourists who come to our store year after year and though it is not always an easy matter to recall their names, or whence they came, they always receive a cordial greeting and welcome.

Store Arrangement: The store itself should be in a convenient, easily-accessible location; on the best street of the city if possible. Ordinarily customers will not trouble to look you up if you are on a side street, for with prices so well equalized it is not worth the effort to go out of one's way to make a purchase. Creating the desire to possess; selling the idea, as it were, by frequent and attractive window displays; displaying merchandise on showcases; tables and shelves, where the customer can pick it up in her own hands—with prices plainly marked, are other important factors in store arrangement.

Personal Service: In no other line of business, perhaps, can a woman so successfully place herself in her customer's shoes as the woman engaged in the electrical business. Lighting fixtures, cooking and heating appliances and labor saving devices, being so vitally a part of our own daily lives, we can better suggest, advise and assist our customers in the selection and use of them. Give suggestions and advice when solicited only. Never dictate as to what a customer needs or should have. Many a sale has been lost by over zealotness. This last topic is a subject all by itself, and is one of the most interesting and important of all.

Summarizing, I would say that growth and development depend upon intelligent organization, which is only another term for systematic co-operation; that the only way to tell what will probably happen is by knowing what has already happened; the guide to the future being records kept of the present; that the public is under no obligation to trade with you, and that service to customers does not just happen, but must be planned; that not only must your store be easy to "get at," but so must your merchandise; that the greatest asset is personality.

As love begets love, so does the store of friendly, personal service, bring a return of customers. And finally, in my opinion, the greatest and only lasting success is attained through a daily practice of the golden rule, "That whatsoever ye would that men should do to you, do ye even so to them."

* Abstracted from address made at meeting of Mississippi Electrical League at Gulfport, July 28 and 29.



The Inexpensive Booths Which Have Brought so Much Lighting Fixture Business to the Baer Electric Company

Elbow Room for the Lighting Fixture Display

THE fundamental object of good lighting fixture display and of good window dressing is precisely the same, namely first to attract the attention and then to focus it upon one particular thing. This has been recognized for many years by the professional window dresser, as anyone who walks up Fifth Avenue or any other good shopping street can see. If the window is that of a Fifth Avenue shoestore the chances are good that only one or at most three or four pairs of shoes will be displayed in it at one time. So simple a display as this is not always the rule, but the window dresser never forgets the first axiom of his art, that the display should never appear crowded or contain so many articles that the attention of the passerby must be spread very thin in order to see all of the display and can not be concentrated on a main focal point.

Yet in displaying fixtures the average dealer still seems to feel that he must get as many fixtures into one crowded space as it will hold, until the display looks like a grand explosion of

brass and glass. The reason for this many dealers will aver is the small space that can be devoted to this branch of the business and the necessity of showing as many styles as possible in order to give the customer a good selection. However there is a way to get around this and that is to use simple, inexpensive lighting fixture booths such as are shown in the illustrations of this article.

Salina, Kansas, has one example of the successful use of booths in the store of Charles F. Baer, who has made unusual progress in the electrical business, particularly in the lighting end. It was less than two years ago that Mr. Baer started in business in a "hole-in-the-wall" location and secured a probationary lamp agency. In ten months he had qualified on a \$600 basis and the "hole-in-the-wall" became a thing of the past. As soon as Mr. Baer moved into new and larger quarters he put into effect an idea he had had on selling fixtures as you would automobiles or phonographs—one at a time, and the method he picked was the use of small booths

in which only one ceiling fixture, one table or floor lamp and two wall fixtures were shown.

He built six booths along one wall of his store, making them shallow enough so that they did not interfere with aisle space. The booths represent respectively, living room, dining room, sitting room, bed room, bath room and kitchen, with appropriate fixtures in each. The booths are all of the same color, but according to Mr. Baer, it would be better to finish them in wallpaper of different shades for each room, to make the contrast greater.

The display is made of cypress boards and partition of beaver or wallboard, using the wall of the building for a rear of the booth. These are inexpensive materials and, in fact, the total outlay for the six booths, including labor, was approximately \$48, or eight dollars per booth. Of the results obtained from this economical layout, Mr. Baer speaks as follows:

"Our best fixture sales are made from these booths, due partly perhaps to the fact that we carry and display our

best line of fixtures there. However we know that the booths do have a good effect on customers for more than one has complimented us on the arrangement, saying that it aids them greatly in their selection to see how each fixture will look when hung in the room at home and how much less confusing it is to see one fixture at a time instead of a whole jumble of them. Unfortunately we did not have enough space to use booths for display entirely and we have had to arrange a fixture deck for our lower grade fixtures, but everyone who has seen our booths has been so impressed that I am sure if we had the room we would use nothing else but booths in our fixture room."

Due to this lack of floor room the booths in the Baer store have been made small, but there is still ample room for the largest fixtures the company has in stock. The height of each booth is the regular nine-foot ceiling height, the depth is twenty-six inches and the width is thirty inches.

"Of course," continues Mr. Baer, "we would like to have had the booths a little larger, but this size certainly answers the purpose and gets the results in the way of sales. Probably enlarging them would not benefit us greatly unless we could have regular sized rooms with furniture to go with each room."

In Chicago there is another believer in the value of lighting display booths, Mr. Kand of the Fullerton Electric Shop. At the rear of the Fullerton store, he has built a demonstration room for home-lighting equipment, making each fixture stand out individually by subdividing the demonstration room into three booths and putting only a few fixtures in each booth. These booths are eight feet square and were constructed very cheaply, composition wall-board having been used.

For his display of commercial and industrial lighting units, in the Fullerton shop, the space above the wall show cases has been utilized. The distance from the showcase to the ceiling is about three feet high and the whole length of one wall of the store has been divided off into sections two feet square. There are a dozen of these booths, all of them painted on the interior with white enamel, and each one containing a few articles of store or factory glassware and reflectors.

Among the foremost advocates of showing residence fixtures in this manner has been the lighting research laboratory of the National Lamp Works at

Nela Park and in their model electrical store they have erected the booths shown in the illustration below. The data on these booths, according to M. Luckiesh, director of the laboratories, is as follows:

The booths in the modern electrical store at Nela Park are divided into five main divisions. Viewing the accompanying illustration from left to right these main divisions are 4 ft. 6 in., 7 ft. 3 in., 7 ft. 3 in., 5 ft., and 5 ft., in width respectively. The overall height is 8 ft. 6 in., and the depth from front to back is 2 ft. 6 in.

All of the outlets in the booths are equipped with exelits so that the change of fixtures is easily accomplished and each of the fixtures is separately wired and controlled with switches in the booths. The switches show on the wall of the right hand booth.

The principal advantages of showing residence fixtures in this manner are:

1. With the usual mass of fixtures suspended from the ceiling it is practically impossible for the customer to visualize the kind of lighting that will be obtained for any given fixture.

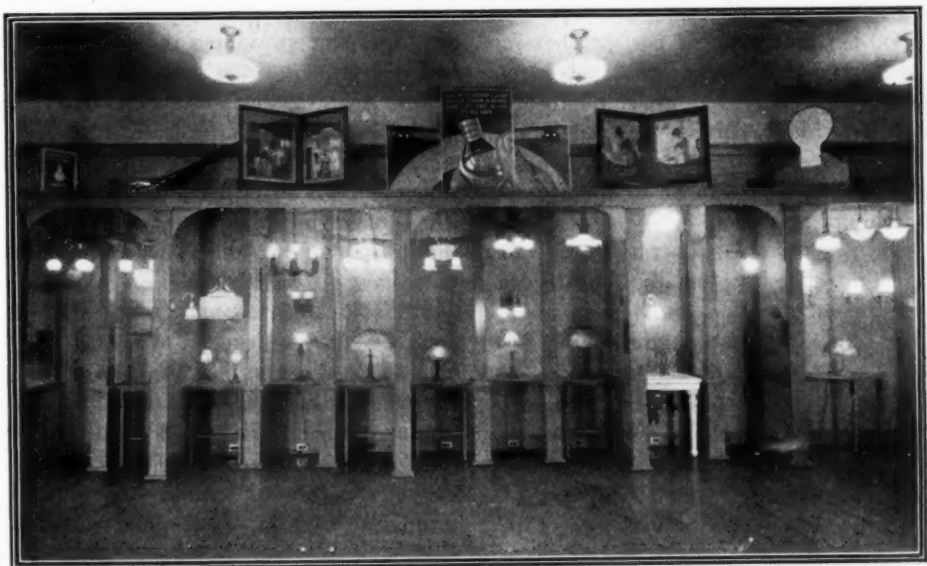
2. Aside from the lighting effects produced by a fixture the customer often is interested in its appearance. When a large number of fixtures are surrounding a particular fixture it is very difficult to judge its satisfactoriness from the artistic standpoint. Showing the fixtures in booths this way it is much easier to judge the artistic fitness of any given fixture.

3. With a grouping of fixtures as illustrated in the photograph all of the types from the standpoint of lighting can be shown so that the carrying of

large stocks may be minimized. Of course, many of the dealers would carry fixtures incorporating the same lighting effects as produced by these by carrying certain period styles and various ornamentations. A limited number of these can be carried in the small adjoining space, lamped, wired and equipped with exelits so that the change can be easily effected when dealing with customers who wish to see some of these other styles, which, while having the same lighting effect, would carry other types of ornamentation. The rest of the sales could ordinarily be accomplished by means of catalogues.

It will be noted by examining the photograph that the unshaded and poorly shaded lamps are put on a comparative basis all through these booths. The first fixture on the left hand side of the picture is identical with the one adjoining it. It is also equipped with lamps the same size as the fixture adjoining it. The second fixture is equipped with shades dense enough and deep enough to shade adequately the lamps while the first one has the usual cut glass shade. By lighting both of these fixtures it would be easy to demonstrate the value of the properly shaded light sources. In the third booth part of the lamps on the candle fixture are with shades and part of them without shades.

It is always a difficult thing to arouse interest and make sales of undesirable merchandise and unless it is shown that fixtures and good lighting are comfortable and therefore desirable it will be hard to sell fixtures as they really should be sold—on the basis of artistic worth and eye-comfort. The use of booths is one means of showing this.



The Lighting-Fixture Booths Used in the Model Electrical Store at Nela Park

OAKLAND—ALAMEDA—BERKELEY

LICENSED ELECTRICIANS

MEMBERS OF ELECTRICAL CONTRACTORS AND DEALERS' ASSOCIATION OF ALAMEDA COUNTY
DEPENDABLE ELECTRICAL SERVICE

ADVANCE ELECTRIC CO. Wiring, Motors, Repairs 215 So. Broadway & Franklin Phone: FRankland 200	JAMES ANDERSON Home Wiring, Motors and Repairs 215 Westfield Ave. Phone: FRankland 200-2	BLUNDON & WRIGHT Electric, Plumbing and Heating Appliances for all kinds of work Lumber and all kinds of material 215 So. Broadway, Berkeley and Oakland 215 So. Broadway, Berkeley and Oakland
BUSHMAN ELECTRIC CO. Commercial, Residential and Marine Wiring, Motors, Repairs and Estimates 1215 Broadway, Berkeley Phone: FRankland 200	CALIFORNIA ELECTRICAL CONSTRUCTION CO. 215 So. Broadway, Berkeley Phone: FRankland 200	COMMERCIAL ELECTRIC Electric Work of All Kinds 215 So. Broadway, Berkeley Phone: FRankland 200
CONRAD ELECTRIC CO. R. H. Conrad, Owner Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	CO-OPERATIVE ELECTRICAL CO. High Grade Lighting Fixtures Office and Estimates, 400 15th St. Phone: FRankland 200	EAST BAY ELECTRIC CO. MOTORS, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200
ELECTRIC MOTOR & MACHINE WORKS Specialists in the Repairing and Re- building of Electric Motors, Generators and all kinds of Electrical Apparatus 1215 Broadway, Berkeley Phone: FRankland 200	FRUITVALE ELECTRIC CO. Electric Work of All Kinds 215 So. Broadway, Berkeley Phone: FRankland 200	R. H. GREEN Electrical Contractor 215 So. Broadway, Berkeley Phone: FRankland 200
HARTMAN ELECTRIC CO. C. L. Hartman, Owner Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	N. C. HOPKINS Wiring and Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	MELROSE ELECTRICAL SHOP 215 So. Broadway, Berkeley Phone: FRankland 200
MILLER ELECTRIC CO. C. W. Miller, Owner Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	WELLMANN ELECTRICAL CO. Construction and Repairs 215 So. Broadway, Berkeley Phone: FRankland 200	F. E. NEWBERRY ELECTRIC CO. Construction, Repairs, Estimates and Material 215 So. Broadway, Berkeley Phone: FRankland 200
G. E. ORTMAN ELECTRIC Company Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	PACIFIC ELECTRIC MOTOR CO. Company Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	PARAMOUNT ELECTRIC Company Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200
QUALITY ELECTRIC MOTOR COMPANY Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	SCOTT-BUTNER ELECTRIC CO. Construction, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	SPENCER ELECTRIC CO. Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200
H. STROLL Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	STROM ELECTRICAL CO. Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	G. WEBBER Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200
P. H. WETZEL Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200	HOXIE & MEECH Manufacturers of Electrical Appliances, 400 15th St. Phone: FRankland 200	GOSS ELECTRIC COMPANY Wiring, Motors, Repairs, Estimates 215 So. Broadway, Berkeley Phone: FRankland 200

Cooperative Advertising

What It Does and How to Do It

By LAURENCE R. CHILCOTE

Secretary, Association of Electrical Contractors of Alameda County, California

ing the idea and letting the individual sell the actual merchandise.

The main purpose of cooperative advertising is to educate the public and not so much to bring direct profit to individuals at once. By a plan discussed by the Alameda County Association, a similar advertisement was considered for display in the Oakland Tribune. The house would have been much smaller and more space would have been devoted to human-interest educational matter on the electrical idea. The points that were to be taken up were.

1. That the public insist on having all electrical work inspected. This, it was felt, would curtail the operation of the curbstoners who make a practice of leaving out outlets which if included would require another circuit, and then after inspection return and put them in.
2. That electrical inspection by the city does not guarantee the most satisfactory or complete installation, but simply insures that the work done is safe from a fire and physical danger standpoint. This was to combat curbstoners' justification of their low price, when they say that their installations should be as good as any other because they have to meet inspection.
3. That a 3 percent allowance be made in the contract for wiring, and also a 3 percent allowance for fixtures. This is fundamental, for with a \$50 allowance for wiring and a \$65 allowance for fixtures, regardless of the size of the house, it is impossible to give anything else but the cheapest sort of an electrical skeleton.
4. That a large meter box be put in,

thus providing for the additional equipment and minimizing the sales resistance on a future range or heater installation. Enlarging the meter box, particularly in the very popular stucco house, is a large item, running from \$10 to \$20, while if put in at the time that the house was built it probably would not have cost anything extra.

5. That a 1 1/4 in. service conduit be put in the original installation so that it could be used for the larger wire required with the future range or heater installation.

6. That pipe for the future range or heater installation be roughed in when the house is built.

7. That a porch large enough to accommodate an electric washing machine and ironer be provided. The question of where such appliances can be put spoils many sales.

8. That the kitchen be laid out so that an electric dishwasher can be installed.

9. That space be provided for the electric water heater, and the circuit roughed in.

10. That the public be acquainted with the convenience of: (a) Three-way switches in all rooms having more than one entrance so that it will be unnecessary to cross a dark room to reach the switch or feel around for the lighting fixture; (b) convenience outlets, lack of which hampers many appliance sales and cut down use of appliances when they are sold.

This is a brief outline of what cooperative advertising should endeavor to accomplish. Somebody in the industry must undertake the task, if the electrical field is to get its share of the money spent in building operations.

COOPERATIVE advertising by electrical contractor-dealers, like religion, is being preached nowadays by many and practiced by some. There are many things in its favor and no very good reasons against it. On this almost any contractor-dealer will agree, but it is often difficult to induce a body of men whose interests are competitive to undertake it.

Some of the members of the Alameda County Electrical Contractors and Dealers' Association are now advertising co-operatively in the local telephone directory as shown in the illustration above. The telephone company bills the association and the individual amounts are collected by it with the dues. The cost is \$60 per month or \$2 per member for the thirty advertisers. This advertisement stopped the rivalry and effort of each individual to have the largest and most impressive advertisement and incidentally saved from \$5 to \$50 for the individual advertisers.

The practice of cooperative advertising by trades serving the public has been taken up by a number of industries. An excellent example of this is a page which appears each Tuesday in the San Francisco Examiner, such as is pictured here. There is a difference in this case in that the firms advertising do not compete directly with one another but the underlying idea is the same which is the fundamental of all cooperative electrical advertising, that of sell-

House of
Frank Kutz,
Alameda.



Bobby B. and
Nelle Newman,
Architects.

A \$749 Investment in Face Brick

THE OWNER of this attractive face brick veneered residence spent \$749 more for it than he would have spent for the same house with an ordinary exterior finish. For this small additional sum he secured not only architectural charm and distinction, but also construction which will prove to be truly economical. The cost of upkeep on a face brick house is reduced to the minimum. Face brick never cracks or peels, never needs painting or any surface renewal other than washing—and that only after long periods of time. This house is cool in warm weather, and resists the penetrating winds of the cool months, so that the fuel bill is low. Time and weathering will act to improve the beauty and distinction of the structure. The \$749 more will make his whole investment more secure. Deterioration will not rob this home of value; the owner can find a ready market and a good price for his home at any time. The wise home builder gladly spends a little more for face brick, because of its richer beauty, greater permanence, sure economy.

veneer with face brick

Manufactured by

N. CLARK & SONS
1116 Natoma Street
Telephone BR 2339
Crocker Building

GLADDING, McBEAN & CO.
Telephone DU 340
604 Mission Street

LIVERMORE FIRE BRICK WORKS
Telephone JU 4143
Sharon Building

RICHMOND PRESSED BRICK CO.
Telephone SU 4984

Local Brick Advertising

The public will not ask for something it knows nothing about, and if the contractor-dealer in many localities is slow to do it, the manufacturer is the next one on whom the burden logically falls.

The idea of the manufacturer creating the demand or at least creating a favorable impression which makes future sales possible is not new. The brick industry can be taken as an example. In the period between 1909 and 1919, according to the figures of the American Face Brick Association, common brick showed a loss in consumption of 70 percent. In 1919 a policy of national advertising was decided upon and in the five years since that time consumption has been brought back to within 20 percent of its highest point. The national advertising appears in such magazines as "The Woman's Home Companion," and others of the same general appeal.

Not only does the brick industry use national advertising, but in many cases ties in with it good local advertising, which gets results from the very same people that the electrical industry should be reaching. A sample of local educational brick advertising which appeared in the "San Francisco Chronicle" is shown.

National coöperative advertising by national industrial associations is being used by at least fourteen other industries, including the copper and brass, cast iron pipe, Indiana limestone, Portland cement, mahogany, birch, paving brick, rubber growing, paint and varnish, tile, sole and belting leather, plate glass, coffee and kraut-packing industries.

THE SAN FRANCISCO JOURNAL - Tuesday, May 20, 1924

BUILD THE BETTER WAY

YOU CAN'T AFFORD TO EXPERIMENT

Readers: a world of ability and reliability better exemplified than they are among the men engaged in home building and construction in San Francisco and the east bay areas, as represented on this page.

Among the most important features of home design and construction is plumbing. For this department Allen & Meyer have been selected because of their high standing gained through thirty years during which they have served home owners, architects and builders of this city and adjacent territory with plumbing supplies, fixtures and work.

It pays to deal with such a firm because they have stood the test of years in one locality. It pays to get the best in goods and service. The best is always the cheapest in the long run.

KNOWLEDGE

To know how to do the first step is to do it right.

EXPERIENCE

30 years experience in all plumbing, heating, and electrical work.

SATISFACTION

We guarantee your satisfaction in every detail of our work.

PLUMBING

Water, gas, and steam plumbing.

Allen & Meyer
Plumbing, Heating, and Electrical Work.
1000 Market Street, San Francisco.
Phone BR 1000

Marked 500

Christenson Lumber Co.

"Another Land From Christenson"

Yards
Docks
Mill

15th and Hopper Streets
San Francisco, Cal.

Marked 500

Allen & Company

1000 Market Street, San Francisco.
Phone BR 1000

Offer the lowest obtainable prices on all plumbing supplies and fixtures.

ALLEN BUILT BUILDINGS ARE BEST

Allen's service means perfect planning and construction. It will pay you to let us build for you.

See selection of Allen Built homes at 1000 Market Street.

Allen & Company
1000 Market Street, San Francisco.
Phone BR 1000

Incandescent Supply Co.

728 Mission St.

Lighting Fixtures

For Home, Store, Office or Factory

Table and floor lamps

Andiron and fire sets

REDWOOD Shingle Roofs

Outlast All Others

City-Wide Shingle Roofs
Chas. S. Delaney

See Delaney First! Eventually you will let us solve your roofing problems. Why not now?

Roofing in Redwood Shingles. Redwood shingles are the best for roofs and for sheds with steep pitches. They are fireproof, weatherproof, and last for years.

ESTIMATES, INSPECTIONS, AND SERVICE FREE.

Phone and estimate service. Highest references.

SAFETY INSURANCE
1211 Eddy St. Phone BR 1211

ALHAMBRA STUCCO

Made under the Glass Process (Pat. Pend.) in a large variety of desirable colors.

ALHAMBRA STUCCO CO.

Market 1300
430 Eleventh St., San Francisco

Architects and Building Contractors Recommend

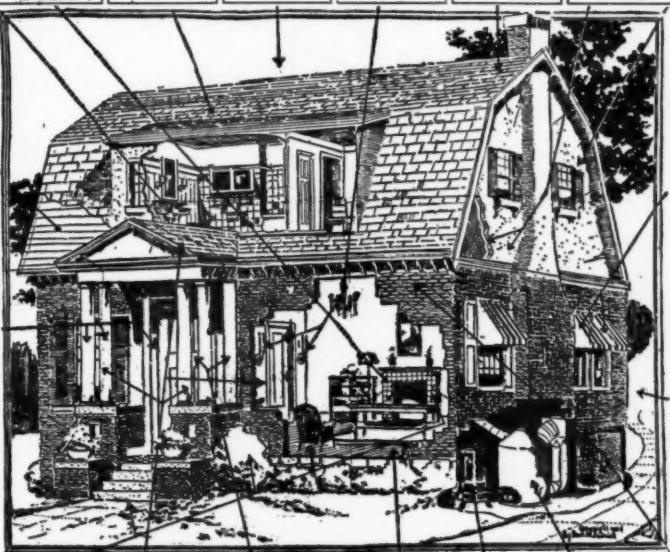
CELOTEX

They know this is the best material for a building, exterior or interior, as it is fireproof, weatherproof, and lasts for years.

A. J. Thompson, 414 Eddy St., San Francisco.
C. J. Thompson, 414 Eddy St., San Francisco.

Western Asbestos Magnesia Co.

715 Broadway, San Francisco.
Phone BR 1000



There are REASONS why you see "Another Land From Christenson" on so many lots of lumber.

The reason is Quality and Service.

We carry a complete stock of everything from building to heavy lumber.

Office and phone: 15th and Hopper Streets, Market 4330

COMPLETE MILLWORK FOR THE HOME

Quick Delivery or Stock Your Work

Warren Millwork and Lumber Company
120 Oak St., Market 1000

PROTECT your investment in Your New Home

with a Life (Over 100) Insurance policy.

See our major capital and surplus of \$1,000,000.

THE CANADIAN
1000 Market Street, San Francisco.
Phone BR 1000

THE TILE

FOR MANTELS, PORCH FLOORS, GARDEN WALKS, AND GENERAL BUILDING PURPOSES.

SEE OUR Garden Pottery DISPLAY

1000 MARKET STREET, SAN FRANCISCO

Staley Nelson & Co.

NARON'S OUR FACTORY in the HEART of SAN FRANCISCO

PAINTS and VARNISHES

See our display of the highest quality and produce a work that lasts.

R. E. NARON & CO.
1000 Market Street, San Francisco.
Phone BR 1000

HOUSE PAINTING and Interior Decorating

All Paints, Oils and Colors Used in My Shop are of the Highest Quality and Produce a Work that Lasts.

Thos. J. McLaughlin
1000 Market Street, San Francisco.
Phone BR 1000

ACORN

Water heater in the home means high quality.

Be sure it's a "Pittsburg"

Pittsburg Water Heater Company
470 Battery Street, San Francisco, Cal.

A PITTSBURG

Water heater in the home means high quality.

Be sure it's a "Pittsburg"

Pittsburg Water Heater Company
470 Battery Street, San Francisco, Cal.

McLAUGHLIN WARM AIR FURNACE

See our display of the highest quality and produce a work that lasts.

Thos. J. McLaughlin
1000 Market Street, San Francisco.
Phone BR 1000

BRICK IS BEST

It is not affected by FIRE, WEATHER, OR TIME.

BRICK INSURES COMFORT AND SAFETY

William P. Goss
1000 Market Street, San Francisco.
Phone BR 1000

Sample of Co-operative Advertising Amongst Building Trades

Both local dealers and entire industries are profiting by this advertising, which brings to the attention of the public unusual uses or particular virtues of the various products, things upon which the public could be informed in no other way. In every case, though the prime motive of the advertising is to sell the idea and not any particular brand or make of article, it has been found that the benefit is shared equally by the individual participants.

By various tabulations, it has been shown that of the total spent on building operations in recent years, only about 11½ percent has gone into electric wiring and fixtures. This has been because the contracting branch of the industry has been an "order taker" and not a "salesman." If we wish to get more money out of new construction our job is, not to increase the volume of

building, but to increase the percentage the electrical industry takes out of the total and this can be done by coöperative educational advertising to the public, a job which could be shared equally by the contractor and the manufacturer.

A notable example of results is seen in Cleveland, where by coöperative advertising by dealers the amount of wiring sold has been increased by 80 percent over the average before advertising was resorted to. The Cleveland Fixture Dealers' Association also has figures to show that coöperative advertising has increased the size of the average fixture order 50 percent.

If we apply these percentages of increase to National expenditures, the total might appear incredible, yet there is no reason why it cannot be attained. What can be accomplished in one place can be accomplished elsewhere.

The Dealer's Profit

Seven reasons why the dealer does not make any money selling electrical appliances at the present margins and methods of doing business

By GEORGE T. BARROWS

Barrows Electric Shops, Inc., Pittsburgh, Pa.

THERE is no money in the appliance business. There is overhead in it if the goods are sold out of the store and the full profit goes into the "till." Furthermore, there must be a discount of 50 per cent if we are going to pay salesmen a 15 per cent commission.

The chase after volume and the belief that "some day" people would "buy their electric needs in an electric store" put us into the appliance business. To date "appliance business" has meant washers and cleaners.

In 1920 we did business on a 16 per cent direct overhead. This was possible on account of a large volume of wiring business at low selling cost and a small volume of appliance business done out of the stores without outside salesmen.

It looked possible to double our volume without increasing our overhead by going after the business with a real sales force. As a matter of fact our overhead should be materially reduced. However, after two strenuous years we found we were all wrong, with a discount on washers and cleaners of 33½ per cent and an overhead of 26 per cent and a commission of 15 per cent to salesmen, we were only kidding ourselves. Practically every appliance that was sold, carried a 15 per cent commission, leaving 18½ per cent for overhead. Fellows, it can't be done. If our wiring and fixture department had not shown a better margin so as to even up a bit, I guess we would have been done.

We are not spending any time or money developing sales organizations now, but are spending time and money in developing store business on which we can make a profit. Profit is the thing we must have to exist.

As far as I can see, there is no way out, with the present set up on appli-



George T. Barrows

ances. The statistics, if it were possible to gather them would, I believe, show that 75 per cent of the washing machines sold during the past three years have been sold at about 20 per cent below list prices. Why?

FIRST—Because it is impossible for the more than two hundred manufacturers to have representation or distribution in every city and town in the United States. Many of them have gone into a territory and attempted to put on "direct to customer campaigns," allowing the salesman 25 to 30 per cent, "the dealers' profit," thereby taking away from the dealer his salesmen as well as his profit. The salesman in turn has split the commission with the customer in order to make sales. By so doing he makes the same commission as he did with the dealer and thinks he makes twice as many sales. (Big volume).

In other such campaigns the plan has been to allow a ten to thirty dollar trade-in-value on any washing machine and sometimes, even on a wash tub. It is needless to say that most of these campaigns have blown up, with disastrous results, leaving the manufacturer in a deep hole, the salesman spoiled for selling any appliance at list price and the customer with an "orphan" on his or her hands with no one to take care of it. The left-overs are usually turned over to a department store or furniture store "at a price" and closed out by them as a leader, leaving a bad taste in everybody's mouth.

SECOND—In our city, practically every jobber and distributor is forced, so they say, to give the dealer's discount to any person, firm or corporation who buys other goods from them. Again they are "forced" to give the purchasing agent for any person, firm or corporation in the district a "courtesy" discount ranging from 15 to 30 per cent.

THIRD—Many of our large corporations, steel and electrical (for ours is a steel and electric city) go into the market and buy at jobber's prices, where they can, washers and other appliances and sell them to their employees at cost.

FOURTH—The dealer selling off the floor with small overhead and no salesman's commission, invariably gives a discount of 10 to 20 per cent.

FIFTH—A great many contractors with no overhead, so they think until they get a few service calls, will sell a customer a washer at cost, if by so doing they can secure a wiring contract.

SIXTH—The lighting company in our city is probably the largest retail dealer in the district, operating six to ten stores. Prices have been maintained pretty well (except that for a long time they added no carrying charge) where

sales were handled through their own organization. However, where the sales have been turned over to a factory resale organization and everything lost sight of except volume, they alone know what has resulted. It has been said that an unscrupulous salesman told a prospect that no machine would work on light company's lines except one sold by the company.

The stories told by some of the outside salesmen, brought into a city where they know little or nothing about local conditions, would fill a book. The possible control of sales of appliances the lighting company has, through its various contacts with the customer is paramount. If this control or contact is wrongfully used it reacts to the detriment of everybody in the business, and should be carefully guarded. The lighting company also follows the usual custom of allowing a discount to employees, but I believe 15 per cent is the maximum.

SEVEN—The department store has tied in on the appliance business and is reaping the benefit of everybody's efforts. It can do this because every woman visits the department store. Every woman has been solicited, through national advertising or somebody's outside salesman to buy a washer and at most department stores she can have it charged on her regular account without a carrying charge. So why not?

In fact the appliance business has become a joke, since it has become a puller for other business where a reach for volume has become so predominant that prices have been lost sight of and where the salesmen have been led to believe they could make a pot of money.

Who is to Blame?

Who is to blame? Everybody and nobody, because:

You can't blame the Manufacturer for insisting on breaking into new territory where he has no outlet. The old story has been preached so much, "every machine sold means another sale," that most everybody has forgotten guarantee and service. But so long as the customers can buy at a discount they feel that they can overlook guarantee and service. You can't blame the manufacturer if he has to give the "dealer's profit" away in order to boost production, even if it does cost him money in the long run and usually makes his machine an "orphan" in the territory.

You can't blame the jobber or the

distributor for wanting to hold his trade, even if he does give "the dealer's profit" away.

You can't blame "our large corporations" for handing their employees something, even if it is "the dealer's profit." Nor can you blame them if they do make it hard for the dealer to get list price because their employees tell all their friends and neighbors they are foolish to pay list price.

You can't blame the dealer who is selling "off the floor" with small overhead and no salesmen, if he gives away his own profit and makes it hard for his "brother in the craft" to get a profit.

You can't blame the contractor for sacrificing the profit he might make on a washer, if he wants to make two sales for one profit and if this method of doing business is necessary to keep the wolf from the door even if the sheriff does come down the chimney.

You can't blame the lighting company for wanting to boost the appliance business in a hurry. Volume means more load, more load means more income, and more income quickly is great stuff to hand the stockholders. Nor can you blame the lighting company for handing their employees part of the "dealer's profit"; some of the employees don't make very much money anyway.

You can't blame the department store or furniture store for tying on to a good thing. Most of them are well established and have plenty of capital and can talk "cash on delivery." You can't stop them from taking advantage of their buying power or their facilities for doing business at the other fellow's expense, even if they do at times give away the "dealer's profit."

So why try to fool ourselves? We all know that if the full list price had been paid for all appliances sold during the past three years, regardless of who sold them, there would be many millions of dollars in the electrical industry that are not there today and the electrical trade would be a little further up the list in credit rating.

But why worry, we cannot force the coming of the millennium, nor can we stop the man "with a pull" or the man "with a friend in the wholesale business," from insisting on a discount.

Make the best of it; run your own business your own way. If you can't sell volume and discounts and make a million, sell service and quality at regular prices and be different.

Competition by Wholesalers the Trouble

Editor, The Electragist:

This subject has been so much of a pet hobby with me for the past two years and I have preached so consistently that most of the salesmen are familiar with my viewpoint. I have even criticized the National Association for its indifference to the most vital question concerning his very existence, because as a national body it has not openly declared itself against the existing policy of jobbers and manufacturers quoting and selling merchandise to consumers at an equal price, and, very frequently, at less than the established overhead expected in any retail merchandising business.

How frequently we have heard these two statements made by a manufacturer's salesman: first, "we will have to educate the contractor," second, "our sales manager says that it would be useless to give the contractor any more discount because he would give it away." Both of these statements display, on the salesman's part, a very shallow intellect.

The electrical contractor is in every instance as intelligent and, in most cases, better qualified to conduct a business, than those engaged in a similar pursuit in the distribution of merchandise. In most instances he is not as pictured, a man in overalls with a coil of wire over his shoulder and a brace and bit in his hand; but, instead, a man who possesses more general information concerning the affairs of the city in which he lives than most other merchants.

Perhaps the greatest evil we experience is the manufacturer's salesman visiting not only the isolated plant, but any other customer who might buy his wares, and then going to the contractor and soliciting his business.

I have heard it said by a very large manufacturer that the contractor did not represent the distribution of his wares that was expected, because in the first place "his credit as a class was not very high," second, "that his purchases were not made in sufficiently large quantities." To my certain knowledge, this manufacturer had a salesman working in a city of 200,000 population for twelve days prior to calling on a single dealer, and when confronted with this fact, as most of the dealers knew of his presence after the first day, was that he was introducing the line so that the dealers might have a demand built up for them; he neglected, however, to make the statement that what goods he had sold had been quoted to the consumer at 30 percent off list when his maximum discount to his dealer was 38 percent.

I cannot at the present time understand how the manufacturer of any of the larger appliances, from a distant point, can hope to sell and keep selling his wares to the public through any other source than through a well qualified electrical dealer, this merchandise, which in nearly every instance requires intelligent installation and care if the purchaser hopes to have the machine perform as the manufacturer expected it to.

Wherever a jobber instructs his salesman to build up the confidence of the customer by visiting the city in which this electrical merchant is engaged in conducting his business, selling through, and not to him, then the process of education may be more than a simple minded salesman's jargon.

The thing to do is to fully explain and sell the man to whom you expect to resell your device. Be honest and frank, tell him that it will require some service, and if you have enough information to supply a service manual, then do so, if not, explain correction of faults which the designer of the machine may not have been able to make so sturdy that they would not require human aid.

The manufacturer of electric motors, particularly under 20 H. P., is notoriously expecting to make of the dealer a poorly paid salesman to such an extent that very few electrical stores will invest their money in sufficient stock of motors to supply the needs which may arise from time to time. I defy any dealer to show me any condition under which he can sell a 5 H. P. motor at the present spread, at a profit, after investing his money in the purchase price of same, likewise a great number of other devices, and added to this is direct competition of the manufacturer.

To prove that those people who have been in the electrical field for a number of years do not know the value of electrical material, I have on a number of occasions asked a salesman to guess the price of material other than their own line and their estimate of the retail prices has in most cases been from 150 to 500 percent off the right line. This being the case what can you expect the public to guess as to the right amount which they should pay for something they want when they come in an electrical store with an idea that our profits are at least 200 percent.

I should say that the best judge of what it costs to sell goods at retail aside from our own books, is the furniture dealer's idea of a fair profit, and he would never consider any article sold by an electrical store as anything but an advertising bargain.

In closing I will say that there are but two problems which vitally concern those engaged in the electrical field; one is to make the manufacturer and jobber and contractor-dealer understand that this old ghost-phantom turnover is a farce, unless cost price, plus overhead, plus profit is involved in every turn of said turnover; the second is that through profit or by direct assistance, the dealer must be enabled to acquaint the public with the service that he is prepared to give with the merchandise he sells and some one must foot the bill for the advertising.

Twenty years' experience has convinced me that the electrical field is the poorest paid industry we have as a reward for the physical and mental effort required, unless we can gain relief through this wonderful report which Mr. W. Creighton Peet has outlined and can bring about a better understanding between all parties associated.

ELECTRIC NOVELTY CO., INC.
Memphis, Tenn. Rob't L. Clift, Pres.

Won't Deal With Jobbers Giving Courtesy Discounts

Editor, The Electragist:

The writer read with much interest in the July issue of *The Electragist*, the preliminary report on distribution, made by the committee appointed at our last convention.

The writer has had quite some extensive experience with reference to that part of the report in which the jobber is making direct distribution to the consumer. The one particular phase which I wish to call to your attention, is the distribution of Radio Corporation products. From the present outlook, unless the current tendency on the part of the jobbers is corrected, the corporation will, in a short time, have lost their best dealers.

I have had four experiences in which one of the largest Chicago jobbers has sold in this territory, at discounts ranging from 30 and more, on corporation sets, direct to purchasing agents, or people associated in executive capacities from the local plants. The above sets were not of the lower price, but were either the portable super-heterodyne, or the "Super VIII," which class of material the established dealer looks to as being velvet sales. There is no means by which we could estimate the number of people these purchasing agents or officials, would, through their friendship, attempt to purchase for.

The peculiar situation from the electragist's standpoint is that the jobber willingly admits making these indiscretions and attempts in some cases to defend the sales.

The writer has been fortunate enough to learn in each case, who the jobbers were that made these sales. This information has led us to believe that other sales are being made on the same malicious plan.

Immediately upon learning with definite proof of who the offending jobber is, he is immediately scratched off our inquiry list, and as far as he being able to obtain an order from us, we have literally gone out of the business.

If all the electragists would take the same attitude and defend each other from this class of jobber, the industry would soon work itself back to a recognized institution for decent relations between the dealer and jobber.

JOHN W. CARTER,
Carter Electric Company.
Kokomo, Ind.

Financing Time Payments

Editor, The Electragist:

The writer appreciates the articles you have been writing of late in *THE ELECTRAGIST* and the work you are doing in trying to convert the manufacturers and jobbers to better discounts for the contractor-dealer.

Dozens and dozens of my best customers come in to tell me that, being out of work, they cannot make their payments on contracts for washing machines and vacuum cleaners which we have endorsed and turned over to the Financing Company. I would like to see an article in one of your issues commenting on the financing plan as conducted by the different financing companies. Figure the proposition out for yourself and you will see how quickly a dealer can be put out of business in accepting their unlimited credit advertising. We will take, for instance, the average sized dealer with ten to fifteen thousand dollars capital. Ten thousand of this could be easily tied up in stock and the other five thousand could be put out on time-payment contracts in no time. You can take any amount of figures to illustrate the proposition, but the idea is this: If a dealer cashes his contract with the financing company, borrowing 90 per cent of the balance due thereon, 10 per cent of the face value is retained as interest and 10 per cent held back until the account is settled, which only gives the dealer 80 per cent.

The best credit houses in Salt Lake City, which should be a fair criterion for other cities, claim that a dealer is doing exceptionally well if he gets in over 75 to 80 per cent of his accounts promptly. But the financing company requires the dealers to pay back 100 per cent of the payments the customer should make. That would mean, therefore, that the dealer must put away in the bank as an emergency fund to pay delinquent payments for customers to the financing company, 25 per cent of the amount he borrows from the financing company, which, with their 10 per cent service charge and their 10 per cent holding back consumes 45 per cent of the selling price. That leaves 55 per cent to pay the cost of the article and overhead. It can't be done.

In working with these financing companies the minute you miss one payment they shut you off and you are tied up with a big overhead and no place to cash your contracts. We have been tied up with two different financing companies and have now made arrangements with a local financing concern on our own proposition, which is that they loan us only two-thirds of the balance due on a contract. They charge us 10 per cent of the amount that we borrow, which we pay back in twelve equal monthly payments, with 10 per cent down and 16 2/3 per cent more from

the financing company than the cost of the article. If we can get in 80 per cent of our collections each month and only have to pay the financing company two-thirds of our collections to meet our obligations to them we still have 13 2/3 per cent remaining of our collections, which altogether gives us 41 2/3 per cent to operate on, or 11 2/3 per cent above our 30 per cent overhead so that instead of paying \$10.00 interest on a \$100.00 contract we are only paying \$6.66 2/3. The financing company also has much more security and the dealer is not nearly half so apt to go under, since when a dealer has a lot of good business and gets a lot of money in the till he is liable to spend it for other purposes, and then if a slump comes he cannot meet his payments. The result is that he goes under.

In other words, we might say that a dealer should never attempt to sell merchandise on time payment contracts through a financing company unless he has from twenty to twenty-five per cent of his gross time sales as a balance reserve in the bank to meet the delinquent payments of his customers. If he does \$100,000 worth of business per year he should have a cash reserve of \$20,000 to \$25,000 to take care of said delinquent payments.

C. R. DODGE, MANAGER,
Dodge Bros. Electric Co.
Salt Lake City, Utah.

Discounts to Consumer

Editor, The Electragist:

We read with a great deal of interest in the current issue of *"The Electragist"* the article, "Reasons Why the Electragist Does Not Receive Adequate Reward for Service."

We have had some experience with the manufacturers and jobbers which might substantiate your statements rather emphatically and are enclosing for your edification (we are sure it will "edify") one of our files on the subject.

What would you do in a case like that?
ELECTRIC SERVICE COMPANY,
Laurel, Miss. By R. E. Warwick.

[Note:—The file referred to is the sale by a jobber of an electric range to one of Mr. Warwick's customers at full discount. The jobber admits the sale and takes the stand that it is nobody's business as the following three paragraphs show:

"We find that the first part of your letter concerning our selling the Universal Electric Range to C. G. Hull was perfectly correct. We do not believe that there is anything wrong with this for the reason that we are in business to sell electrical merchandise. In fact, I believe our charter gives us this privilege.

"Further, we would be very glad indeed to know how you are interested. We are unable to find where you have ever favored us with any business and in the event any of our customers in Laurel feel that they are interested in sales that we make we do not believe that the mails are barred to their writing us or taking the matter up with us.

"Further, we cannot as yet see your object in writing us when you are in no ways interested, and especially as we have not received any information that you have been appointed arbitrator or taking over the business of the Electric Contracting Company, we cannot put ourselves in position of feeling that we are obliged to answer or make any explanation to you whatsoever."

In this case the manufacturer was also informed of the incident. It is just such things that produce ill will between contractors and jobbers. The jobber is wrong absolutely, not only in the deed, but in his pugnacious attitude. The manufacturer, if he had a strong sales policy, would not permit such a thing to happen.—Editor.]

A New and Better Way to Build Lighting Business

Power Company Conducts Store Lighting Campaign With Salesmen Furnished by Contractors and Educated by Utility

By K. P. GOEWY,

Sales Manager, Nebraska Power Company, Omaha, Nebraska

ALTHOUGH conditions were not the best at the time, we carried through this spring with the cooperation of the local contractors a most interesting experiment in store lighting campaigns. This fall we expect to conduct another campaign along similar lines and we are looking forward to it with a great deal of interest because we expect much better results.

The Nebraska Power Company, realizing that the stores in the outlying districts of Omaha were very poorly illuminated, started a store lighting campaign on May 5. In our city a great majority of the merchants outside of the main business district were using bare lamps suspended on a drop cord. This campaign was started with the idea of increasing the merchant's business by giving him proper illumination.

All of the contractor-dealers of the city were called together and given the outline of the campaign. Each one of them was to furnish one or more salesmen for a month's time. These salesmen were to be employed by the contractors, but were to be educated by our company. Our reason for taking salesmen that were paid by the contractors was that when the campaign was over each contractor would have at least one man who would be better fitted to sell lighting equipment than he was before. Then, too, we believed that in this way we could best get the cooperation of the contractor-dealers as they would get all the benefits of such a campaign.

It was decided to use only the enclosing glass type of unit. Any piece of glass that would pass certain photometric tests was acceptable if sold at the price agreed upon by the contractors

and the Nebraska Power Company. Extra wiring, switches and outlets were all to be supplied at a uniform price. This was fostered by the idea that if there were "price cutting" in such a

when choosing the units to sell, we favor those sold by the jobbing firms in Omaha as these firms aided us materially in our campaign by securing representatives from the factory to help conduct our school. When the salesmen finished the school they had a good general idea of illumination. In fact the last two days were taken up with the working of actual problems.

For four weeks after the school we conducted an intensive selling campaign. All of the known aids in selling were used to help the contractors' men sell the units. Two days before each call the merchant received a letter telling him of our campaign and of the easy terms at which he could secure good lighting. We tried to show him that his increasing sales would pay for his new installation. Newspaper advertising was also used. If at any time these salesmen wanted help on a particular prospect, the Nebraska Power Company furnished illuminating engineers

to go with them to help close their sale.

The contractors furnished the labor, material, and, as we have said before, the salesmen. The power company financed the partial payments; that is, we bought the contracts from the dealers at a small discount—a discount just large enough to carry the paper over a period of ten months. The salesmen were absolutely free to take a contract from any merchant in their particular district whose credit was passed by our credit department.

The results of this campaign were many and varied. The principal result is better cooperation between our company and the contractor-dealers than

(Continued on page 34)

RESULTS OBTAINED BY PARTICIPATING CONTRACTORS

Contractor	No. of Sales	No. of Salesmen	No. of Units Sold	Est. net profit to Contractors
A	34	2	148	\$377.63
B	41	2	192	612.57
C	12	1	125	166.97
D	13	1	37	111.87
E	14		74	219.52
	114		576	\$1488.56

"A" does a commercial fixture business almost exclusively. He hires from one to six salesmen. They are on a commission basis. He has been in this business for about three months.

"B" is an old established fixture house. Up to this time most of their business has been in fixtures for the home. They put on two new and inexperienced salesmen for this campaign.

"C" is the largest electrical contractor in Omaha. They put one of their best men in the campaign, but before it was half over they took him out and had him secure lamp contracts.

"D" used one man in the campaign. He is principally a wiring contractor but from now on he intends to specialize in commercial fixtures.

"E" takes in the miscellaneous contractors. Eight in number. These men either could not or did not furnish salesmen for the campaign. They benefited by our efforts and advertising.

campaign the effect would be entirely ruined.

On May 5 our school was started. It lasted one week and each day the salesmen reported to us and were given complete schooling in illumination. We were aided in this work by representatives of several manufacturers of lighting equipment and lamps. The school was absolutely impartial as we allowed none of the representatives to mention his own particular equipment. We believe that this is by far the best way to go about it. If there are conflicting talking points brought before salesmen they are apt to go away with a feeling of uncertainty as to which is really the best unit. So far as possible

Robert Honegger, Des Moines

Anyone who wanted an electrical Baedeker of the United States might do worse than calling on Robert Honegger, of the Capital City Electric Company of Des Moines, Iowa, Mr. Honegger having worked on electrical jobs from Canada to the Gulf. He was born in Fairmont, Minn., in 1884, and went through the grade schools there. At the age of sixteen he moved with his family to Oklahoma and in the following year entered the Agricultural and Mining College of Oklahoma. At the end of the second year he decided that college life was too slow, walked out on it and got his first electrical experience helping to wire the railroad shops at Stillwater, Okla. Then he withdrew from the electrical field for a period, being employed as tool maker for a construction company and later as a steam engine operator. In 1907 he started in earnest as an electrician on construction work in Des Moines. A year later he became superintendent and general manager of the Stroud Electric and Water Works Company at Stroud, Okla., but gave that up in 1909 to continue his travels, working on various jobs, usually as foreman, from Canada to the shores of the Caribbean. In 1913 he returned to Des Moines, ready to settle down, and organized the Capital City Electric Company of which he became president in 1923. The company is engaged in only one branch of the electrical business, that of installing power and lighting equipment in large buildings and industrial plants. Mr. Honegger's company has been a member of the A. E. I. for a number of years and Mr. Honegger himself has been active in local association work. At the present time he is chairman of the local code committee and he is serving also as vice president of the newly-organized Association of Electragists of Iowa.



Electragists You Should Know

J. H. Fryer, Pittsfield

Cooperation is so much overworked in theory and so much underworked in practice that it is an inspiration to give here the record of a man who puts his finger right on the success factor in the business he is connected with and names that factor "Cooperation." The man is J. Howard Fryer, manager of sales and credits for the Berkshire Electric Company of Pittsfield, Mass., and he says, "Cooperation and organization are the BIG things in our company and I am just one link in the chain." Mr. Fryer was born in Pittsfield in 1892, graduated from the Pittsfield High School and Eastman's Business College and then devoted himself to advancing the interests of the silk industry. He had worked during vacations for a silk manufacturer and on leaving school began an upward march in the same organization. He worked in the factory and office and on the road and six years after graduating from business college was made manager of the company's Chicago office. Shortly afterward he decided there was a better future in the electrical field and in 1917 took charge of sales and credits for the Berkshire company. It was then a comparatively small business just beginning to specialize on industrial applications which now comprise a large part of its orders. A crew of fifty men, on the average, is kept busy the year around on this work. In addition to the contracting end, Mr. Fryer has seen his responsibilities as sales manager grow with increasing business in the fixture and merchandising departments and also in the motor repair shop which is on the job day and night to give emergency service to industrial customers. The company was also a pioneer in radio sales in that territory. Mr. Fryer has been a member of the A. E. I. since 1918.



Chats on the National Electrical Code

A Monthly discussion of wiring practice and questions of interpretation, presented with a view toward encouraging a better understanding of the industry's most important set of rules

By HUBERT S. WYNKOOP, M. E.

Depth of Cabinets

Contractors are not as careful as they should be to match up panel boards and cabinets. Section 702e requires that the cabinet door shall be able to close when the branch circuit switches are in any position. And yet, every now and then we are obliged to condemn a cabinet because the closing of the door closes partly-opened switches.

Administering the Code

In administering the Code one must in practice base his judgment not only on the rules but upon common sense—which, in this instance, means a consideration of good engineering and of public policy. For example, when the rules permitted several grounds for an entire row of houses we felt compelled to insist upon a ground in each and every house, because we did not know how to discriminate between the various owners. Which owners should we designate to provide the grounding wires? If the buildings containing the original grounding wires were torn down, how should we select other owners who would be made to supply the deficiency? Perhaps for this reason the Code now requires a secondary ground in each building.

Here is another illustration: The company installed a 5-wire service and directed the owner to provide service appliances for four wires. The fifth wire was dead-ended when it entered the building. Now, the company obviously intends to employ a 5-wire service at some later date; and at that later date the customer will be required to discard his 4-wire service appliances and provide a 5-wire outfit. Why should any inspection service become a party to this unnecessary expense, when by merely insisting on a 5-wire service outfit in the beginning, nothing will have to be thrown away later?

2500 Volt Motor Wiring

Note that the Code generally relates to wiring and appliances operating at

not above 600 volts. Consequently, if it is desired to know what became of old No. 8b, second, third and fourth paragraphs, consult Sections 5003 and 5004 of the 1923 edition.

Milk Can as Ground Plate

Did you ever hear of using a 40-quart milk can as a ground plate? We have found such a can. The metal isn't as thick as it ought to be, but otherwise it's a real good job.

Enameled Pipe as Driven Ground

I have previously chatted about the boob who used a length of enameled pipe as a driven ground. Now I merely wish to mention the knave who used aluminum paint on his enameled pipe in an effort to persuade the inspector that it was galvanized!

Lightning Arresters

Section 1901a reads: "A lightning arrester shall be connected to each overhead wire entering a station." Custom seems to have included in "station" a private plant having overhead distribution throughout a factory yard. Per-

haps we would be justified in extending the requirement to small isolated plants for farm lighting.

Undoubtedly, the lightning arrester was intended originally to protect property in the station. With a view to maintaining continuity of service, however, the companies elaborated the lightning protection of overhead lines until it is now a rather rare occurrence for lightning to enter the customer's premises from an overhead line and, if it does, the ground wire (for alternating current) may be presumed to be of some value in providing a path.

But more and more we must consider the accident hazard. Isolated plants are not required to be grounded; and the Code does not specifically require lightning arresters for them. Overhead distribution wires run from building to building or from pole to pole in the factory yard, and from tree to tree about the farm. If lightning gets on one of these lines it may enter the "station" or any other building—and it may cause damage to persons as well as to property.

Radio Lightning Arresters for Radio Only

Now that some attention is being given to providing lightning protection for farm lighting plants we should, I think, discourage attempts to use arresters of the radio type. There are available plenty of approved arresters for light and power circuits.

Switches for Heaters (Ranges)

Inspection departments should consider carefully whether or not the word "ungrounded" should be read into the last line of Section 1402e (erroneously designated as d). Some ranges are being sent out equipped with 2-pole switches but laid out 3-wire. Section 1204b seems to indicate the intent of the Electrical Committee to permit generally the use of a 2-pole switch for breaking a 3-pole line having a grounded neutral.

NEW STANDARD ARMORED CABLE

Watch your fittings! The new standard flexible metallic armored cable is made up with strip 0.025 inch in thickness instead of 0.034 inch. This gives a cable materially smaller in diameter. Some of the present standard cable boxes and other fittings will not hold the new cable, and, in fact, the opening in the lip or bushing is so large that the new cable can be pushed completely through, thus leaving the rough edge of the armor free to cut into the insulation on the wire. Therefore, make sure when using the new armored cable to buy boxes and fittings that are of the proper size.

Number of Heaters Per Branch Lighting Circuit

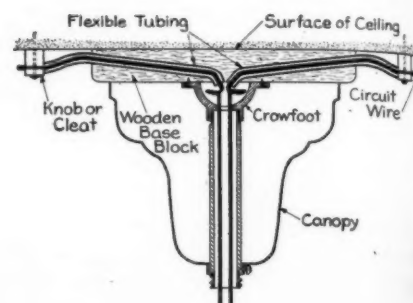
Section 1602d, first paragraph, says: "Heating appliances each of 6 amperes or 660 watts or less may be used on branch circuits." Note the "each," and then ask yourself "how many?" Under the new scheme of things as to load on branch circuits, neither the number or size of lamps, nor the number of appliances connected to the branch lighting circuit is taken into account, dependence being placed on the 15 ampere fuse to prevent actual overloading. The lamp limit is of course 250 watts, as this is the largest size approved with medium base. The heater limit is mentioned in the rule as 660 watts because that is the rated capacity of many ap-

pliance outlets. There is no definite answer to the question, "how many heaters?" The fuse alone can tell.

Fixture Blocks

Section 1403f (which should be 1403d) prescribes that when no pipe or other fitting is present either a backing or a face block shall be provided. This applies almost entirely to open wiring, either cleat or knob, as we now require a box or plate with knob-and-tube work (Section 701m) and this fitting will probably obviate the necessity for a wooden block. It is customary to employ a face block rather than a backing block, and run the wires in flexible tubing sleeves through the side of the block and out at the face as shown. This con-

dition has prevailed for many years. Note, however, that the splices will probably be jammed against the wooden block; and in amending the Code to



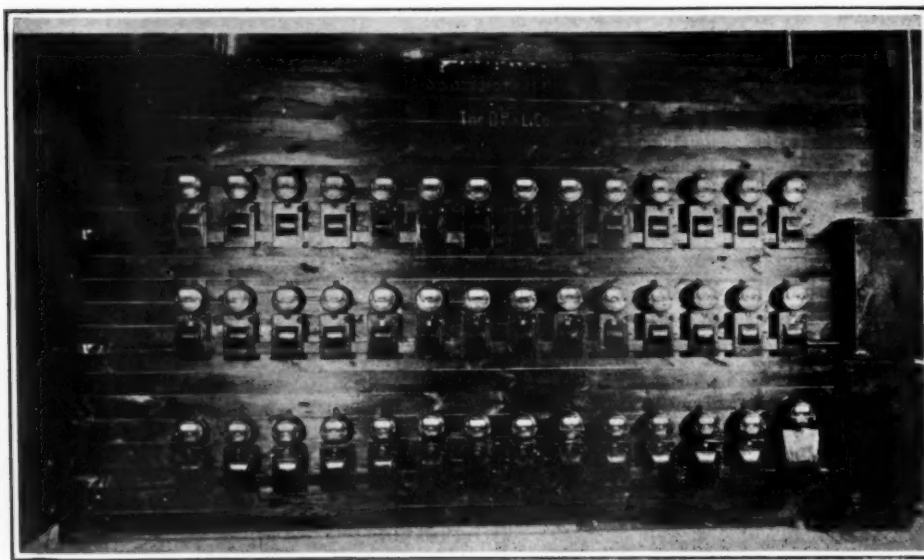
require a box or plate at each outlet we apparently did not go far enough. I think that we ought to remember this case, so when the Code is changed again provision will be made for a plate on the face of the block.

Unusual Meter Service Switch Installation

THE extreme neatness and simplicity obtained by the use of standardized meter service switches in banked installations is well demonstrated in a recent application of forty-two meter service switches in the Grand Apartment Building in Dayton, Ohio. The switches, which are of Westinghouse make, are banked in three rows, with 14 switches in each row, and are interconnected by means of troughs with covers, which are inserted in the U-shaped openings at the side of the switch, so that, by interconnecting all switches in a row with these troughs, a complete wiring duct is provided.

The main feeder for the installation is brought in a conduit, passes through

a main switch and then down to three cutouts in an enclosed cabinet. A three wire sub-feeder extends from each cutout and connects to all the switches in one row. After passing through the meter, two wires are then carried from each switch to another cabinet at the other end of the row and extend from this cabinet up to the individual cutout cabinets in the various apartments. The last switch at the left in each row has a total of three heavy feeders and 14 metered circuits passing through it. In wiring this installation, it was merely necessary to open all the switches, remove the covers from the troughs and lay the wires in place as they came out of the switches.



Forty-two Trough-Connected Meter Service Switches

A New Better Way to Build Lighting Business

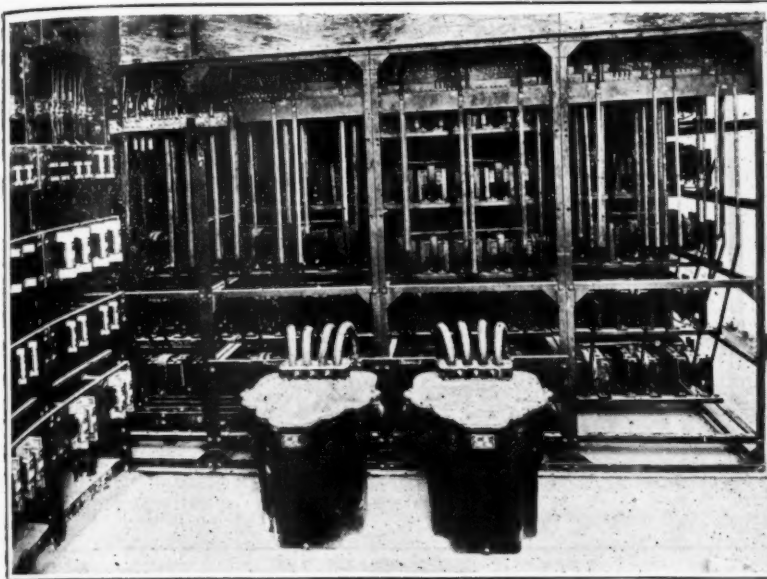
(Continued from page 31)

has ever before existed. They realize that we are willing to aid them in any way we can to secure business and they feel free to call upon us for help and advice and also for financing when their price and their material is right. This is the farthest reaching result, but besides this we helped the contractor-dealers sell numerous units and gained for them new and potential customers that they would not have had otherwise. The salesmen called on from ten to twenty prospects a day many of whom, although they were not in the market, will be before a great while. Besides this, the contractor has one or more trained illumination salesmen who will be invaluable to him in his business. The material results are very gratifying. We sold in one month's time 576 enclosing units.

The only suggestion that we have to offer is that if such a campaign is conducted in other cities the contractor-dealers furnish the highest type of men that it is possible to obtain for salesmen. It is evident that if they send men who are too young, or men who will not work industriously they are wasting their time. The best results were obtained where the contractors sent the best men in their establishments. In a campaign such as this, as in everything else, only the men who are intelligent and industrious are able to sell the merchandise.

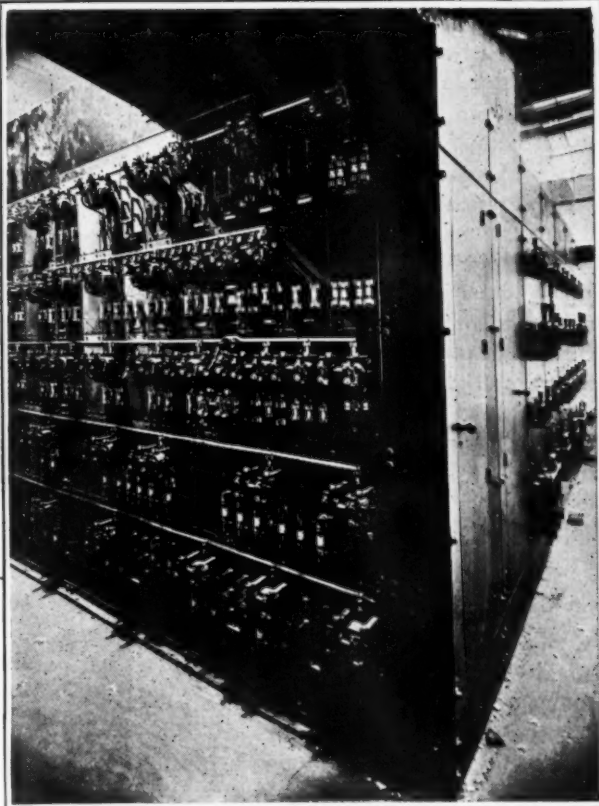
World's Largest Indoor Stage Brings a New Method of Light Control

Selection can be made of any possible combination of stage and auditorium lights either by program control system which obviates presetting or by manual control. Dimming is secured through the use of choke coils



Remote Control Board Below Stage Floor

Above is rear of board showing arrangement of choke coil dimmers; rear of feeder section and booster auto transformers. To the right is the front of the board taken at an angle to show feeder section also.



ONE of the most interesting bits of electrical construction work recently completed is the lighting control in the new Scottish Rite Cathedral in St. Louis. In spite of the fact that the stage is probably the largest in the world insufficient room was provided for the control equipment. The way that this problem was solved together with the fact that certain new methods for securing and controlling lighting effects were employed make this installation another chapter in the history of the progress of stage lighting.

Both switches and dimmer system are remote controlled. Owing to the limited space available they are located on the floor below the stage and operated from a bench type pilot board on the stage.

Before describing the system it might be well to quickly mention the schedule. The total capacity is 600 kw distributed equally between the stage, auditorium and the balance of the building.

Three colors are used: red, white and

blue in footlights, borders, spots and floods and in the coves for auditorium lighting. In each color there are the following:

- 1 120-50 watt type B lamp footlight.
- 5 24-300 watt type C lamp borders.
- 10 15-amp. incandescent pockets.
- 10 20-amp. floodlights.
- 6 20-amp. orchestra floodlights.
- 780 50-watt type B lamp main coves.
- 660 25-watt type B lamp balcony coves.
- 4 20-amp. choir floodlights.
- 4 20-amp. orchestra balcony floodlights.

In addition there are four 35-amp. white arc pockets and three 20-amp. red spots for the altar.

Besides these the system controls 9160 watts in the following:

- Work lights in borders-----3000 watts
- Switchboard lights ----- 150 "
- Stage walls ----- 500 "
- Orchestra lights -----1200 "
- Organ light outlet ----- 60 "
- Altar light ----- 600 "
- Fly floors ----- 400 "

- Rigging loft ----- 600 watts
- Cleaners' outlet -----1000 "
- Orchestra balcony outlet --- 600 "
- Upper stage galleries ----- 450 "
- Attic lights ----- 600 "

By means of a new program system of controls, developed by the Frank Adam Electric Company and used here for the first time, any possible combination of lights, either stage or auditorium or both, can be pre-selected and thrown on by the operation of a single lever.

There are three program switches, each of which has 48 contact points. Each contact point is connected to the operating coil of one remote control switch. A fiber card is prepared by punching out a hole corresponding to each group of lamps which is to be lighted. This card is slipped into a slide which brings each hole in the card directly over the corresponding point. When the switch lever is thrown, a copper plate above the fiber card is

depressed, and makes contact with each contact point where a hole has been punched in the card. The copper plate is energized from one bus, so that when it contacts with one of the contact points, a circuit is completed through the operating coil of one remote control switch. This switch then closes, thus closing the feeder circuit supplying one group of lamps.

As there are three program switches, cards can be inserted in two of them in preparation for the next two changes while the third is in use. As many cards as desired can be prepared in advance, thus providing a practically unlimited number of setups. Each contact point on a program switch is in multiple with the corresponding points on the other two switches, so that any of the three contact points will control one particular remote control switch.

The program system can be set up for any desired lighting effect and the lights can be thrown on or off by means of either of two single-pole tumbler switches, one in the picture machine booth and one on the end of an extension cord long enough to reach to any part of the stage.

Manual Control Also Secured

Complete control may also be secured manually by means of double throw pilot switches, the same as any manually controlled stage board.

When any individual pilot switch is thrown down, the corresponding group of lights is then added to any set-up made by means of the program system.

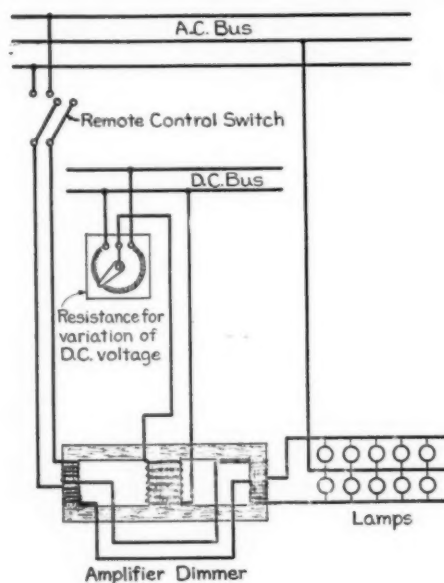
The pilot switches are a type that have been specially designed to produce a quick make and break and still operate noiselessly. The remote control switches are of the magnetically held type.

By means of a momentary contact lock push switch on the pilot board the entire system can be locked against interference when not in use.

The other interesting feature of this installation is the use of large choke coils for dimming. The wiring diagram will show how they work.

Current to the lights passes through two windings in series around a core of sheet steel punchings. A third coil is supplied with direct current at a variable voltage.

When 110 volts is supplied to the d.c. coil, it produces sufficient magnetic flux to saturate the core and thus practically eliminate the choking effect. This permits the lamps to burn at full brilliancy. As the d.c. voltage is reduced



Choke Coil Dimmer Wiring Diagram

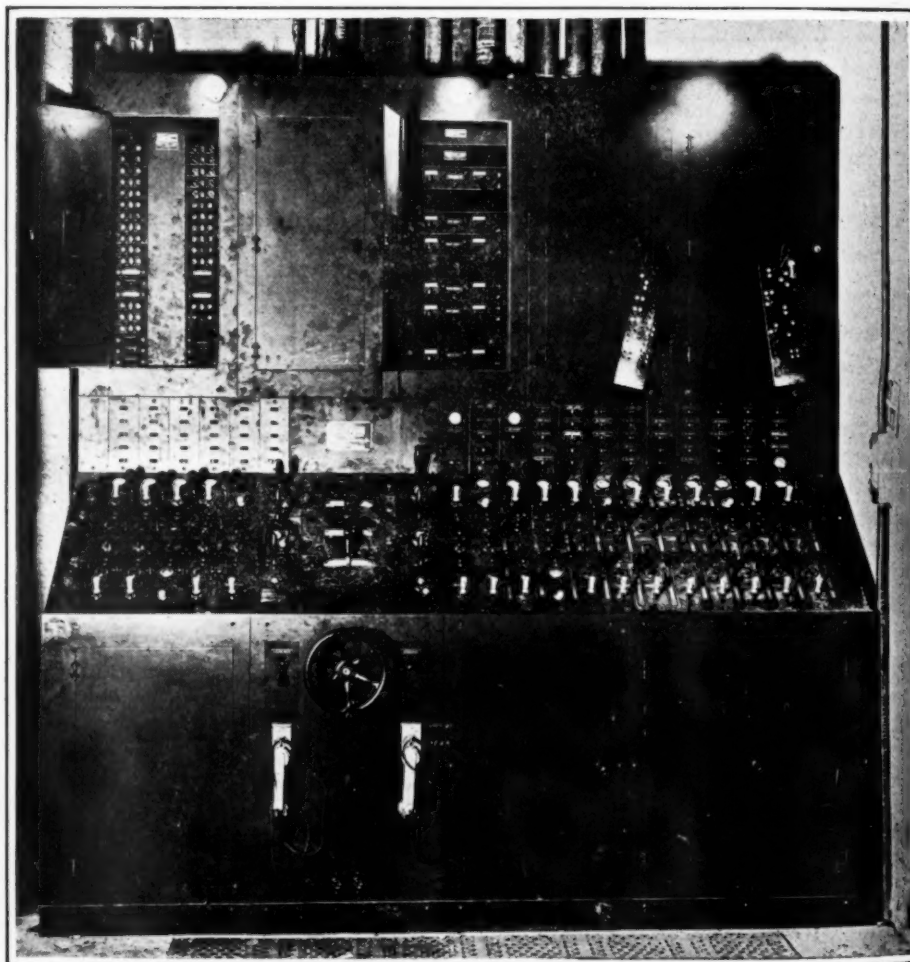
the choking effect increases and at zero volts d.c. the lamps are black out. Booster to auto transformers are used to overcome a 10 percent choking effect in the amplifier dimmer which cannot be entirely eliminated.

Direct current is secured through a 7½ kw. synchronous convertor. Variations in d.c. voltage are obtained by small resistance plates mounted on the pilot board and connected as a potentiometer. By this method a gradual variation from 0 to 110 volts may be secured.

These resistance plates have interlocking individual levers, master color levers and a slow motion hand wheel drive and are similar in every way to the standard dimmer operating mechanism except that all parts are much smaller and only a fraction of the space needed for the standard equipment is required.

Eighty-one amplifier dimmers are used and they take approximately 1 ampere each of direct current for the larger ones and around three-quarters of an ampere for the smaller ones.

The system was installed by the E. O. Dorsch Electric Company of St. Louis. All dimmer equipment and remote control switches were made by the Cutler-Hammer Manufacturing Company of Milwaukee and assembled by the Frank Adam Electric Company of St. Louis.



Stage Pilot Board with Two of the Magazine Cabinet Doors Open. A Couple of Program Cards with Holes Already Punched Are Shown Hanging Up on the Right

Bob's Trip Around the Block

This is a True Story of How a Berkeley Contractor Found the Road to Profit Through Selling Lighting in a Most Surprising Yet Simple Manner

UP in the Adirondacks there is a certain lake that fishermen like to visit on their vacations. They pitch their camps by the shore and each day they get into their boats and row as far away from camp as possible to a likely fishing spot. And they catch fish.

At this same lake there is an old guide who also likes the feel of a bass on the end of a line. But he always fishes right out in front of his own front yard. He too gets fish.

This old guide has at numerous times of an evening down at the general store told these fellows from the city that they would hook just as many fish and just as nice fish if they would row out a couple of hundred feet as they do after rowing two or three miles, besides having more time to fish—but only those who try it are ever convinced.

Business is a whole lot like fishing in that lake. Right within our own block there is plenty of business that we never hook because we spend our time fishing for business in other parts of the town.

There was a case in New York where a contractor-dealer with a store on the ground floor of an apartment house insisted he couldn't sell toasters because there wasn't any market. The central

station woke him up by sending a salesman to his building and selling fourteen toasters at list for cash right over his head.

Others are learning this lesson of neighborhood business but none more so than R. V. Oyler, proprietor of the Edison Electric Company of Berkeley, California. He found there was money selling lighting to stores in his own block.

Like the fishermen from the city, Bob as he is called, was skeptical. In fact he was of the opinion that there wasn't any money in lighting. Yes, he would admit, there was money selling lamps, but lighting? No—at least not out where he was, in Berkeley.

However, Bob was like those who were willing at least to give the old guide's idea a try. He canvassed every store in his own block, one right after another, missing none.

In that block there were twenty-six stores of one kind or another. They were of all different sizes and shapes. Some were apparently prosperous and others looked to be ready to hang out the To Rent sign.

Each of these twenty-six he visited and the proprietor of each was told what better lighting of windows and interior would do for him—and eleven were convinced.

Ten of the eleven required new wiring while the total sales from this trip around the block included

65 window lighting units complete
75 interior lighting units complete
140 Edison Mazda lamps of the 75 and 100 watt type.

Now it doesn't take much figuring to find out whether or not this little trip around the block was worth while. Nor does it take much brain work to decide whether it was worth while to sell these storekeepers lighting. If Bob had gone out to sell these storekeepers some incandescent lamps or even some lighting units he might have made some sales; but any one of us knows about how much this would have amounted to.

Bob is of course a lamp agent and he has a good sized Edison Mazda con-



R. V. Oyler

tract, which of course means that he dispenses of a lot of incandescent lamps. But this trip around the block has convinced him that he can increase his lamp contract and make the most money out of it not by selling lamps but by selling a service—lighting. When he sells lighting he moves a whole lot more lamps than if he just tried to sell lamps.

Bob Oyler made his debut in the Society for the Making of Profits from Lighting by selling stores in his own block. Some contractors might not be in a community where there are many stores, but what of it? What Bob found in the store lighting field is equally true with respect to the lighting of

Homes
Churches
Parish houses
Theatres
Schools
Playgrounds
Factories
Offices
Garages
Road houses
Hospitals

And any other building in the block

The only thing to remember is that the real big money is made in selling comfort, cheerfulness, convenience, efficiency, less eye strain, less fatigue, more profits for storekeepers and fewer mistakes—a real job of lighting.



Bob Also Believes in Practicing What He Preaches

PROGRAM

24th Annual Convention

Association of Electragists---International

WEST BADEN SPRINGS, IND., SEPTEMBER 29—OCTOBER 4

September 29—Monday

Executive Committee Meeting

September 30—Tuesday

- 9:00 A.M. Opening of Convention
President's Address
Appointment of Resolutions Committee
- 9:55 A.M. Report of Code Committee
(short report with time for discussion)
- 10:40 A.M. Report of Legislation Committee
- 10:50 A.M. Address: T. E. Barnum, Chairman,
Casualty & Fire Prevention Committee
Electrical Manufacturers Council
"Uniform Electrical Ordinance"
- 11:20 A.M. "Red Seal" Plan
Wm. L. Goodwin, Vice-president of Society
for Electrical Development
- 11:40 A.M. Address: Albert Wahle
"Your Responsibility as an Electragist"
- 12:05 A.M. Glad Hand Committee
Samuel A. Chase, Chairman
- 12:30 A.M. Adjourn
- 2:00—6:00 P.M. Organized Sports:
A. I. Clifford, General Chairman
Golf—Frank E. Watts, Chairman
Tennis—Tom Hatfield, Chairman
Baseball—Tom Bibber, Chairman
Billiards
Bowling
- 7:45 P.M. Union Shop and Open Shop Section meetings
DANCING

October 1—Wednesday

General Subject: **DISTRIBUTION**

- 9:00 A.M. Merchandising Policies Report
- 9:20 A.M. Address: John F. Gilchrist, Commonwealth
Edison Company
- 10:00 A.M. Address: W. R. Herstein, Electrical Supply
Jobbers' Association
"Wholesale Distribution"
- 10:30 A.M. Address: A. H. Timmerman, President Elec-
tric Power Club
"Distribution of Motors"
- 11:00 A.M. Address: Geo. E. Purvis, Assistant to the
President, Hurley Machine Co.
"Distribution of Appliances"
- 11:30 A.M. Discussion by members on the question:
Can the Contractor Make a Profit as a
Dealer?
- 12:30 P.M. Adjourn
- 2:00—6:00 P.M. Organized Sports
- 7:45 P.M. Business Class: "Managing the Electragists'
Business"—Financing, Credits, Buying, Sell-
ing and Collecting
Speaker from Commercial Investment Trust
DANCING

October 2—Thursday

General Subject: **"TECHNICAL"**

- 9:00 A.M. "Cost Studies and Estimating"
A. L. Abbott, Technical Director
Discussion
- 10:00 A.M. "Handling the Big Job"
Two speakers: O. F. Wadleigh, Sanborn
Electric Company; Allan Coggeshall, Hatzel
& Buehler
Discussion
- 10:50 A.M. "Managing the Motor Repair Shop"
Geo. P. Svendsen, President,
Boustead Electric & Manufacturing Co.
Discussion
- 11:30 A.M. "Old Housewiring on a Big Scale"
Frank Libbon, Brooklyn
Discussion
- 12:10 P.M. "Standard Accounting Plan in Milwaukee"
Wm. J. Schuelke, Milwaukee
- 12:30 P.M. Adjourn
- 2:00—6:00 P.M. Organized Sports
- 7:00 P.M. Annual Dinner
- 8:00 P.M. Business Class for Electragists
"Organizing and Handling the Business"
DANCING

October 3—Friday

- 9:00 A.M. Report of Standardization Committee
- 9:45 A.M. Lighting Educational Committee
J. E. Davidson, Chairman,
"Home Lighting Contest"
- 10:15 A.M. "Tendency Towards Monopolistic Insurance"
Lynton T. Block, St. Louis
- 10:40 A.M. New Business
Suggestions by members
- 12:10 P.M. Convention Committee Report
- 12:15 P.M. Resolutions Committee Report
- 12:30 P.M. Adjourn
- 2:00—6:00 P.M. Organized Sports
(All match scores to be turned in to Chair-
man of Sports Committee by 6 P. M.)
- 8:00 P.M. Awarding of Prizes

DANCING

October 4—Saturday

Executive Committee Meeting

Electragists Everywhere Planning to Attend Big Convention

WITH the twenty-fourth annual convention of the Association of Electragists—International, less than a month away, preparations are rapidly nearing completion for making this national meeting at West Baden Springs, Ind., from September 29 to October 4, the greatest gathering of contractor-dealers that has ever been held.

Through attendance captains appointed by the national association in every section of the country it is hoped to have at West Baden the largest attendance there has ever been at an electragist convention, in order to give weight to the decision of the meeting on the report of the Special Merchandising Policy Committee which will be submitted there.

From all sections of the country, since the report was published in the July issue of THE ELECTRAGIST has come an expression of opinion that confirms the belief of the committee that its work has touched on a vital spot in the structure of the contractor-dealer's business. At every state meeting of electragists which has been held since publication of the report and at many local meetings resolutions have been passed upholding it and recommending that it be brought to the attention of jobbers and manufacturers. The committee members and the officers of the national association feel that the best way to do this is to have a large attendance at the national convention where the views of the industry can be put on record.

Plans for the business program and for the manufacturers' exhibit are moving along smoothly. The subjects to be presented have been picked carefully in order to embrace the most important divisions of both contracting and the merchandising ends of the business and acceptances have been received from most of the speakers who are noted in the program shown at the left. On this program there is none of the extraneous

matter which wastes the time of so many conventions.

Manufacturers of practically every wiring device and many appliance manufacturers have made reservations for the educational exhibit which will oc-

ing. It is none too early to send in reservations so that the rooms desired may be obtained as indications point to an attendance larger than at any previous convention. Nearby Middle West members report that they will attend in force and cities in the East are already arranging for special trains. General Manager Davis, who has just returned from a trip in the South and West, reports that many Pacific Coast members are planning to be at West Baden.

Hotel room reservation cards went out to the membership the middle of August. It should be noted that all reservations should be made directly with the hotel and not to Association headquarters. Others who have not received cards may secure them at Association headquarters or they may write to the hotel.

More recent advices from the hotel show that rooms may be had on the American plan as follows:

SINGLE	Rate per Day
Inside rooms with toilet and hot and cold running water.....	\$ 7.00
Outside rooms with toilet and hot and cold running water.....	8.00
Rooms with bath	9.00
Rooms with bath (larger).....	10.00
DOUBLE	Rates per Day
Inside rooms with toilet and hot and cold running water.....	\$14.00
Outside rooms with toilet and hot and cold running water.....	15.00
Outside rooms with bath.....	18.00
Outside rooms with bath (twin beds) ..	20.00
Tower suites de luxe (two rooms and one bath and four beds for four occupants)	40.00

Note that the above rates are on the American plan and include meals and all the hotel privileges. There are no extras for golf, tennis or any of the other sports, any such extras being absorbed in the registration fee.

All of those attending can look forward to a week full of solid, constructive business education, plus relaxation and an opportunity for the worth-while men of the electragist branch of the industry to become acquainted with each other and at the same time make some progress in creating proper merchandising relations with the other branches of the industry.

REMEMBER THAT—

This convention is going to take up the most important question that confronts the contractor-dealer branch of the industry, the one of merchandising profits, and that every member who can possibly attend is needed there in order to get favorable action on it.

You can attend this convention at one of the most beautiful resorts in the country and enjoy at the same time lower hotel rates than at almost any previous convention.

The association has secured from the railroads identification certificates which entitle you to make the round trip at only one and one-half times the one-way fare.

The business program does not contain one subject which is not of genuine interest and importance to contractor-dealers and that each will be discussed by a man who has made a success in that line.

West Baden affords an opportunity to play golf, tennis, baseball, to motor, go sight-seeing, ride horseback or follow any other sport you are interested in; that the Entertainment Committee has arranged contests and tournaments and that the schedule will give you plenty of time to enjoy all these recreations.

The convention is only four weeks away and it is not too soon to be making plans to go.

cupy the center and the sides of the great Pompeian Court of the hotel at West Baden. There will also be demonstrations of the use of wiring materials by various manufacturers.

The opportunity to indulge in golf, tennis, riding and all the other recreations offered by the famous resort has aroused much interest. Several members who have been at West Baden recently report that the golf course there has come through the summer in fine shape and that fairways and greens will be in perfect condition when the convention is held.

While the West Baden Springs Hotel is one of the largest resort hotels in the country, and will be able to handle the convention attendance without crowd-

Information Others Have Asked For

Checking Back on the Estimate

"We have had difficulty with our estimating system and are considering revising it. One of the weaknesses we have found in our present system is the inability to check back on the original estimate to see wherein our losses or gains occurred. We have laid out several estimate sheets which would seem to accomplish this result. But before adopting any one, we should like to hear of your experience in the matter, with any suggestions you may have to offer."

Ans. We do not know of any contractor who uses a special system for providing a check on material quantities, though this could easily be made a routine operation if you wish to do so. However, we would advise against trying to provide for such a record on your estimating forms as we do not think that this would be at all practical.

The pricing sheet furnished for estimating by our Association is, we believe, about the best that could be devised, and there is no space on this form for even one additional column. It looks as though a special form would be required for your purpose similar in general to the Material Summary Sheet furnished with our Standard Accounting System, having several columns for recording material deliveries, and columns for the total quantities delivered, quantities returned, the estimated quantity, and a debit and credit column in which to enter the quantities over or under the estimated quantity.

We have a complete system worked out for checking the actual labor against estimated labor. This is described in the Data Book under the heading "A Unit Labor Cost Record System." This system goes into considerable detail and for this reason has not been used by very many of our members. For a simpler system, we would suggest that you separate your estimate into the following divisions:

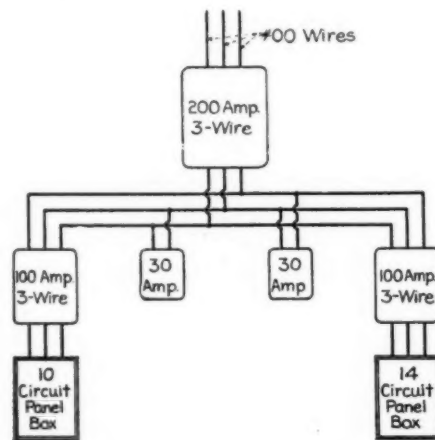
1. Branch circuit roughing in work.
2. All large pipe work.
3. Installing cabinets.
4. Installing panelboards.
5. Pulling in branch circuit wires.
6. Pulling in all larger wires.
7. Installing switches and receptacles.
8. All other work.

Every month the Association of Electragists, International, receives from members and others letters asking for help on some particular problem or for information on how to use to the best advantage the data and other helps developed by the Association. What is a problem to one man probably is a problem to many and for that reason the questions and their answers will appear here monthly.—Editor.

Then your labor records, preferably in hours, separated under the same headings will enable you to get a very good check on your estimated labor after the completion of the job, and will also enable you to some extent to check this labor during the progress of the work so as to see how closely it is approximating the original estimate.

How Large Should Service Switch Be?

"In installing a load of 111 amp. according to the accompanying drawing we used No. 00 copper and a 200 amp. main switch. Others have said that we should have used a 400 amp. switch. Do you know of any ruling that would require us to use the larger size?"



Ans. As we understand your problem, you are feeding through a 200 amp. 3-pole switch to a set of mains which in turn feed through four fuse blocks or fused switches. Two of these blocks or switches being 100 amp. and two being 30 amp. The total load connected is 111 amps. Under these conditions, from an engineering stand-

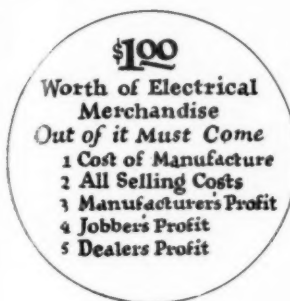
point, there is no reason why you should use a switch larger than 200 amp. for the service, or larger service wires than No. 00. We presume that the basis of the criticism which you mentioned is the fact that the four branches fed from your mains have a total capacity of 260 amps. This, however, does not necessitate your using any larger service switch or service wires than the sizes which, you state, you have installed.

How to Protect Legitimate Contractors Against Curbstoners

"How can legitimate contractors protect themselves against 'curbstoners' taking electrical work despite the fact that they are already employed by legitimate contractors?"

Ans. This is not a local problem with you, but a very serious national one. One of the chief causes for this is the ease with which the curbstoner can secure credit and materials from the jobbers who are willing to place him in business in order to secure him as an outlet for their goods, even though in the long run they must recognize that the curbstoner and his lack of knowledge of business methods and costs is responsible for the large percentage of poor credit in the contractor field today, and an actual lessening of the volume of work done through the ignorance of the curbstoner and his desire to cheapen the cost of the job to the customer.

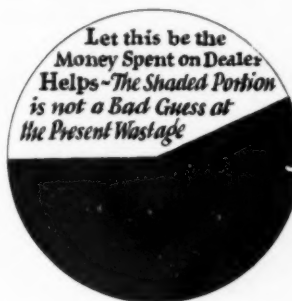
Two methods of correcting this evil are necessary and both of them should be undertaken together. First, a complete understanding of the problem by all of the electrical interests in your city, and a frank discussion of the effect of loose credit by the jobbers; secondly the passage of a local licensing ordinance so drawn as to require evidence of the ability of the electrical contractor to do business both from a standpoint of technical knowledge and responsibility and requiring a bond sufficiently large and inclusive adequately to protect the public from that standpoint.



Any part of the dollar that is wasted takes away profit. Every dealer will agree that his net profit can stand growth.



A goodly proportion of advertising expense goes into dealers' helps of all kinds. Is there any waste here?



The shaded area represents perfectly good dollars that literally go into the waste basket when dealers' helps are unused. The industry suffers a dead loss.



Any practical method of saving this waste will put dollars into your register.

One Way to Make Dealer Helps Pay

By EDWIN L. ANDREW

Assistant to Manager, Department of Publicity, Westinghouse Electric & Manufacturing Company

LET your imagination have free reign for a moment.

* * * *

Let the year be nineteen-hundred umph. There are no such things as electrical appliances in existence. There is no such business as electrical merchandising.

Let there be in business one, and only one, electrical manufacturer. Call it the Weatherproof Electric Company. Of course it has a boss. Let his name be Bill,—Bill Winding.

Enter Bill's office a Man, with a package under his arm. "Got sump'n' t' show yuh," he says.

"Unwrap it," says Bill. There comes forth something that looks like the familiar sad-iron, except that an electric wire is attached to it.

"What's that?" says Bill.

"It's an electric iron," says the Man-of-the-package. "Let me show you. Now this ———, and this ———, and you ——— here, and so you can iron right along with a hot iron all the time. Isn't it wonderful?"

"Great," says Bill. "Lemme think it over."

The scene changes, and we find Bill, iron in hand, in the store of Fred Socket, the proprietor of the first and only electrical store in the country. He has been selling sockets, knobs, tubes and cleats.

"Fred," says Bill, "I've got something here that will make us both a lot of money. Fellow came to works th' other day with this thing here. It's an electric iron." He proceeds to demonstrate. Fred is mildly interested.

"D'you see the possibilities in that thing, Fred. Just imagine how the women will fall for it. There's a chance to sell millions of 'em. If I make 'em, do you think you can sell 'em?" The possibilities begin to dawn on Fred.

"I should hope so," says he. "You'll have to make 'em right though."

"Of course, we'll never be able to get much volume unless we do some advertising. I can't make 'em unless you can sell them. You can't sell 'em unless I make 'em. I can't make any money without you, and you can't make any money without me, and we neither can make any money unless somebody comes in to buy. And there we are, both in the same boat. There's a job to be done, all right, all right, and I guess we can't either one do it alone.

"Nope."

"Well," says Bill, "suppose we divide up the effort. I ought to know more about the iron than you do, because I make it, so I'll agree to take the responsibility for advertising WHY people ought to buy this iron. And I'll pay all those costs. If I do that will you take the responsibility of advertising WHERE they can buy the iron?—that you have it for sale in your store?"

"That seems fair enough," says Fred, "but if I'm going to do a good job telling this WHERE thing, I'll need to show the same kind of pictures and use the same kind of descriptions that you do in your advertising. That's going to be expensive."

"That's so," says Bill. "But why couldn't I use my drawings, and my facilities, and prepare that material for

you? I could do it a lot cheaper and by letting you have it at cost, save you a lot of money."

"All right, old man, it's a go. I'll agree to that. When do we start? You say you can make delivery in ———."

* * * *

If we could strip away for the moment, all the intricacies of the system of merchandising electrical appliances, the "channels", the "competitive situations," the "local conditions," the special this, and the peculiar that,—which surround and complicate this business of marketing the commodity, we would find that selling an electrical appliance successfully boils down to the simple bit of team work which Bill and Fred laid out in my little story.

Every manufacturer is essentially a Bill Winding, who has something good to make, at a profit, if some Fred will sell it for him.

Every dealer is essentially a Fred Socket, who by his very entrance into the business, should rightly assume his share of marketing costs, which, being translated means aggressive selling and advertising the products that some Bill makes.

Both Fred and Bill, today, believe in advertising. We can safely assume that. Both know that competition demands a quick, widespread, economical distribution of the sales message, and that advertising is only a short name for such activities.

Fred demands of Bill, the manufacturer, that he tell his WHY story in national magazines, newspapers, bulletins, and such accepted forms of advertising.

He compares the efforts of Bill, of Maine, with the expenditures of Bill, of Maryland, to determine which is doing the better job. And it is only fair to say, that, for the most part Bill, the manufacturer, is doing an intelligent, and effective job of advertising.

We must admit, too, that Fred, our composite dealer, is doing for the most part conscientious and intelligent advertising. He knows the value to him of window and store display, of direct mail advertising, of newspaper advertising, and of other media, too. He uses them within economical limits to tell his WHERE story.

But here is one phase of that relationship between Bill and Fred that has gone awry, that is costing the industry a very large amount of money every year. If you will turn back to the narrative, you will note that Bill agreed to help Fred, by furnishing at cost, such material as he might require. This was to save money for Fred by making it possible to use the same drawings, etc., for Fred's advertising as were used for Bill's.

But what has actually happened is that all the Bills are *giving* all the Freds not only what Fred needs, which would be only half wrong, but are *giving* Fred great quantities of advertising materials of every conceivable kind and cost, at times when Fred has no possible use for it, in quantities far too great, and for the most part unasked for by Fred. which is all wrong!

This is nothing short of economic sin, and both parties are accessories before the fact: Bill, the manufacturer, for having supplied material so promiscuously, and Fred, the dealer, for not having accepted his share of the cost of material he needs and uses, when asked for by him.

It is an economic sin because the practice has led to a waste of advertising material that is a dead loss to the industry. Dealers know only too well the necessity of cleaning house periodically: going over bins, shelves, stock rooms, counters, and out-of-the-way corners and scrapping bundles of folders, displays, catalogs and other literature into which some manufacturer has put time, material and thought that cost money. How much money? Two dollars a thousand. Yes. Eight dollars a thousand? Yes. Ten cents apiece? Yes. A dollar apiece? Yes. Whence comes the money? The industry pays. How much a year? The best guess

would probably be inaccurate, and any figure quoted here might be termed extravagant. It would be man-sized, anyway.

And all because dealer and manufacturer are not operating on a sound, fundamental basis of merchandising responsibility. It is the dealer's responsibility to pay the cost of saying **WHERE**. It is the manufacturer's privilege to save the dealer money by producing advertising material which the dealer may use and furnishing it to the dealer, *at cost, on request*. And until we in the electrical business come to accept that principle we shall not be merchants.

There is plenty of evidence in other industries that follow this sound practice, and that we commonly point out as successful, to prove that such a scheme of operation is not only practicable, but profitable. There is plenty of evidence in our own industry. Cases can be cited

wherein one group of dealers accepted this principle, and paid for the advertising material they needed and then used it. At the same time the second group just had "some stuff sent to them." Both groups sold the same product at the same time under similar conditions. Results showed that not merely is the principle right, but that the dealers who paid for and used the advertising material did the most business and made the most money. There can be no argument against a principle that causes the dealer to make more money.

The industry cannot afford to continue its wasteful practice in the matter of advertising material. The cost is too great.

This is a thought for thoughtful men. There is a message here for every man who is in any way connected with the sale of electrical merchandise.

Standard Symbols Used to Build Good Will

THERE is illustrated in the next column a wall card sent out by the Electrical Contractor Dealers Association of Milwaukee to all architects, builders and others who might be similarly interested. The association used the card as an opportunity to build good will for electragists. At the top of the card are the following paragraphs:

TO THE TRADE

In considering estimates given you by members of the Electrical Contractor Dealers' Association, please bear in mind that these estimates are submitted by responsible contractors who have built up their business on sound principles.

There are so many ways electrical work may be skimmed by unreliable workmen that not only your satisfaction and the satisfaction of your client, but also his pocketbook demands that your wiring be done by a thoroughly reliable firm.

The aim of the Electrical Contractor Dealers' Association is not to see how little we can put into a job to have it pass muster, but rather how good a job we can give for the money spent. We are in business to stay and the work we do now is going to advertise us in years to come. For, as in almost any other business deal, it pays to know that the "other party" in an electrical contract is reliable, competent and responsible.

A membership in the Electrical Contractor Dealers' Association is your guarantee of satisfactory work executed in a satisfactory

Standard Symbols for Wiring Plans

TO THE TRADE

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A membership in the Electrical Contractor Dealers Association is your guarantee of satisfactory work executed in a satisfactory manner. You need not worry if you let your job to one of our members.

We are always glad to give you every kind of cooperation and assist you in any manner possible. For safety, satisfaction and guarantee of service consult an "Electragist."

ELECTRICAL CONTRACTOR DEALERS ASSOCIATION OF MILWAUKEE

114-116 West

7000—Circuit 7131

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We are always glad to give you every kind of cooperation and assist you in any manner possible. For safety, satisfaction and guarantee of service consult an "Electragist."

ELECTRICAL CONTRACTOR DEALERS ASSOCIATION OF MILWAUKEE

As a clinch there follows the entire Code of Practice as adopted by the National Association of Milwaukee.

A Window Full of Sales Brains

The window described below not only attracted the crowd, but by means of combining motion, a limited time offer to induce immediate buying and an unusual gift offer, it made sales

By FRANK B. RAE, JR.



OF the many factors that enter into the planning of a good electrical appliance window display, the one most seldom seen is sales brains. Beautiful windows, elaborate windows, windows that attract a crowd and windows that faithfully display the goods, are all seen with considerable frequency. But windows that contain what is known as "selling punch" are rare indeed, and that is what makes this display of the Newton Electric Company so interesting.

Motion is a well-known and highly esteemed means of attracting attention to a window, the trouble being that too often the motion itself attracts and holds the attention, to the detriment of the merchandise displayed.

In the Newton window, motion is secured by taking two lengths of electric cleaner hose, attaching one to the suction side and one to the exhaust side of the machine, and joining the two with a piece of glass tubing about twenty inches long containing a quantity of

confetti. When the cleaner is set in operation, the confetti is whirled through hose and passes the glass tube in a flashing, brilliant, continuous and ever-changing stream of color.

The overcoming of procrastination and the crystallizing of half-made sales into immediate orders, is one of the most difficult problems of merchandising. And one of the most successful solutions of this problem is the special offer—some proposition which is advertised as being good for a limited time only.

This method is utilized in the Newton window, where a prominent display card announces a "week" during which very small down payments and very easy terms are offered. It is a fact that terms which the customer thinks are special or limited will induce a considerable number of people to buy. In a recent investigation it was developed that between ten and fifteen percent of cleaner sales in a certain city were made because the housewife believed that she was getting something special or limited in the way of terms.

Psychologists tell us that the most potent word in the dictionary of advertising is the word "free." The man who designed the Newton window makes a clever use of this word. He evolved a contest in which a Royal cleaner was given free to the person who could most closely estimate the amount of dirt taken by the cleaner from a carpet stretched upon the sidewalk during a certain period. The carpet was cleaned daily and the dirt deposited in a jar set upon a scale in the window, the face of the scales being hidden from view.

Here, then, are three big sales-puller in one window—motion which not only attracts the eye but demonstrates the merchandise; a limited time offer which induces immediate buying action; and a free gift proposition so cleverly handled as to arouse not only cupidity but curiosity. We believe you will agree that this constitutes a window full of sales brains, especially considering the limited size of the window.

As It Seems to Us:

Your Convention

In another four weeks we will all be gathered together at West Baden Springs, Ind., at the twenty-fourth annual convention of the Association of Electragists.

As we look back and recall the events of past conventions we see clearly the tremendous effect these great national meetings have had upon the progress of electrical contracting.

They have crystallized and even created public opinion on estimating, accounting, business ethics, all-metal code, insurance, separate bids of sub-contractors, retailing and numerous other subjects.

This year we again sound a national note—two of them in fact. One is the necessity for some revision in distribution methods that will bring the contractor-dealer a profit and the other is the necessity for better business methods by the small contractor.

It is doubtful if any of our work in the past has been of more importance. Certainly never was a program more constructive.

It is not a convention for the big contractor. It is not a convention for the small contractor. It is a convention for all electrical contractors.

It is your convention.

Who Will Sell Radio

The old question "Who Will Sell Radio" has been asked us quite frequently of late and our answer has been "In the long run certainly not the radio store." The time is not far distant when it will be found that the radio business is not sufficient, except perhaps in the larger cities, to support specialized stores. Radio retailing must become a part of some other business if it is to be profitable.

Moreover, with the fad dying out, and the parts business gradually declining there is less need for such specialists. Sets are becoming less complicated so far as operation is concerned. The tendency is entirely in that direction. It won't be long, for instance, before the battery gives way to service from the light wires.

The moment there is a connection to the light wires we have an electric appliance just the same as the flat iron or vacuum cleaner. Then the public will look upon it absolutely as requiring an electrical man to service it. For that reason radio necessarily must be a complementary part of every electrical retailing outlet.

Because radio must be sold on performance and entertainment and not on its innards, there will be other retail outlets which will also prove to be favorable channels of distribution.

But the electrical channel will more and more come to be the one in which the public will have the most confidence and reliance.

Educational Only

This month the public learns about the Home Lighting Contest and a word of caution is due.

This is of course a campaign to build business for all in the electrical industry by improving home lighting. But, it must not be commercialized until the children have all sent in their essays.

If this campaign is conducted in a commercial fashion while the contest is still open the school authorities are apt to frown upon it and prevent cooperation by the teachers.

It is essential to have the cooperation of the school boards and teachers. It is imperative that this campaign be EDUCATIONAL ONLY so long as the contest is on.

After that, go the limit and get all the business you can.

No Overhead

The other day a contractor's card was sent to us with the words printed across it, "We have no overhead."

A man can't do business without some overhead. The closest to perfect example we have ever known of a contractor being without this expense was a fellow whose place of business was at his home, which he did not own, and for which he paid no rent. His brother-in-law, who lived with him, not only owned the house, but an automobile as well, for which he insisted upon paying full operating charges.

This contractor felt that he really had no overhead, and, as a matter of fact, he didn't have much; however, he had a telephone and he had to buy some stationery from time to time. He had to do his bookkeeping and billing after hours. None of this extra time, or the time to make out estimates, or to call on prospects was reckoned in as overhead. *But it was overhead just the same.*

Profit from Fire

Fifty-three years ago on the ninth of October Mrs. O'Leary's cow kicked over a lantern and the city of Chicago went up in smoke. Of recent years this event has been commemorated by Fire Prevention Week which this year is October 5 to 11.

Electricity while a fire hazard when carelessly employed is one of the best agents for reducing loss of life from fire.

Good lighting of stairways in factories, office buildings, schools and theatres will help more than anything else to empty a burning building quickly. Poor lighting is frequently the cause of piling up and trampling of victims.

Another electrical agent for reducing loss is the fire alarm. Every building in which a large number of people work needs a reliable fire alarm system.

Let the electragist get busy and do his part in Fire Prevention week by showing owners how to lessen fire risks.

ORGANIZATION ACTIVITIES

STATE CHAIRMEN AND SECRETARIES

State	Chairman	Secretary	State	Chairman	Secretary
Ontario, Canada:	Harry G. Hicks, 203 Church St., Toronto	J. A. McKay, 24 Adelaide St., W., Toronto	Maryland:	A. C. Brueckmann, Keyser Bldg., Baltimore	C. Philip Pitt, 7 St. Paul St., Baltimore
British Columbia:	S. E. Jarvis, 570 Richards St., Vancouver	R. A. Graham, 929 Pender Street, W.	Michigan:	Henry Roseberry, 41 Pearl St., Grand Rapids	H. J. Shaw, 613 Lincoln Bldg., Detroit
Alabama:	J. R. Wilcox, 313 N. 19th St., Birmingham	D. B. Clayton, Am. Trust Bldg., Birmingham	Missouri:	A. J. Dunbar, Frisco Bldg., St. Louis	G. E. Haarhaus, St. Louis
California:	Victor Lemoge, San Francisco	Walter F. Price, 3188 Call Bldg., San Francisco	Mississippi:	W. J. Johnson, Meridian	A. H. Jones, McComb
Colorado:	J. Fischer, 213 15th St., Denver	H. Alex Hibbard, E. & C. Building, Denver	New Jersey:	Henry M. Desaix, Paterson	Robert Beller, Newark
Connecticut:	Tryon Smith, 247 State St., New London	H. R. Harper, 635 D St., N.W., Washingt'n	New York:	C. C. Miller, Oneonta	H. F. Janick, 29 St. Paul St., Rochester
District of Col.:	Frank T. Shull, Elliott St., Washington	Charles E. James, Fort Pierce	N. & S. Carolina:	N. L. Walker, Raleigh	F. E. Robinson, Charlotte
Florida:	Preston Ayers, Orlando	A. I. Clifford, 307 Odd F. Bldg., Indianapo's	Ohio:	C. L. Wall, 212 S. Main St., Akron	Walter R. Keefer, 939 E. McMillan St., Cin'nas
Indiana:	T. F. Hatfield, 102 S. Meridian St., Indiana's	C. E. Gourley, Cedar Rapids	Pennsylvania:	F. Lloyd Smith	M. G. Sellers, 1518 Sanson St., Philadelphia
Iowa:	E. B. Murray, Fort Dodge	Arthur Tucker, 619 Jackson St., Topeka	Tennessee:	P. W. Curtis, Chattanooga	J. A. Fowler, 118 Monroe Ave., Memphis
Kansas:	C. S. Smallwood, 1017 N. 5th St., Kansas City	I. G. Marks, 406 Mar. Bk. B., N. Orleans	Texas:	T. L. Farmer, 1809 Main St., Dallas	Charles W. Graham, 1642 Bryan St., Dallas
Louisiana:	Robley S. Stearnes, 624 Carondelet St., N. Orleans		Wisconsin:	L. W. Burch, 202 E. Wash'n Av., Madison	H. M. Northrup, 25 Erie St., Milwaukee

LIST OF LOCAL ASSOCIATIONS AND MEETINGS

STATE AND CITY	LOCAL SECRETARY	STREET ADDRESS	TIME OF MEETING	PLACE OF MEETING
ALABAMA				
Birmingham	J. R. Wilcox	313 North 19th St.	Tuesday 10 a. m.	Members' Stores
Montgomery	P. W. Crump	14 S. Court St.	Mondays	
ARIZONA				
Phoenix	F. C. Hoepfner	Hoepfner Elec. Co.		
CALIFORNIA				
Anaheim	Mr. Waite		Each Week, Friday	Ontario
Covina	F. Rambo		1st & 3rd Monday	Goodfellow's Grill
Fresno	Clyde F. Smith	1162 Broadway	Noon Daily	Garden Grove Hotel
Fullerton	J. A. Lenzinger	Brea, Calif.	Thursdays	Recreation Park
Long Beach	E. Cummings	So. Cal. Edison Co.	Tuesdays	1109 1/2 S. Hill St.
Los Angeles	Helen I. Mikesell	351 Twelfth St.	Tuesday 8 p. m.	Builders' Exch.
Oakland	Lawrence R. Chilcote	313 Fifth St.	12 Noon, Thursday	States' Cafe
San Francisco	E. E. Browne	1128 Mission Street		Cham. Com. Bldg.
South Pasadena	J. Jacobs			
COLORADO				
Colorado Spring	Matt Whitney	208 N. Tejon St.	On Call	
Denver	H. Alex. Hibbard	E. & C. Building	2nd Tues. and 4th Thurs.	E. & C. Building
Pueblo	H. Ashcraft		2nd Tuesday	Commerce Club
CONNECTICUT				
Hartford	A. A. Angello	473 Park St.	First Tuesdays	Hotel Bond
Waterbury	D. B. Neth	Conn. Light & Power Co.	2d Tuesday Evening	
DISTRICT OF COLUMBIA				
Washington	R. W. McChesney	Munsey Bldg.	2d Thursday	Potomac Elec. Power Co.
FLORIDA				
Jacksonville	M. A. Ladd	Stinson Electric Co.	1st Tuesday	108 W. Bay Street
Miami	C. E. Pullen	Pullen-Zohl Co.		
GEORGIA				
Atlanta	W. W. Barr	Ga. Ry. & Power Co.	12:30 Friday	Dafodil Res.
Savannah	Sylvan M. Byck	141 Bull Street		
ILLINOIS				
Chicago	J. W. Collins	160 North LaSalle St.	4th Wednesdays	11 S. LaSalle St.
Master Contrs. Ass'n	F. J. Boyle	31 West Lake St.	1st Wednesday	Y. M. C. A.
Decatur	E. O. Weatherford	114 E. William St.	Saturday 2 p. m.	Arcade Building
East St. Louis	C. F. Broderick	317 E. Broadway	1st & 2nd Tuesday	Post Hall
La Salle	Edward Blaine		Mondays	Endres Hotel
Peoria	L. B. Van Nuys	238 S. Jefferson St.	2d & 4th Wednesday	214 1/2 No. 6th Street
Quincy	John Harbison	18th & Broadway	Monthly	
Rock Island	John Weishar	916 W. Cook St.	Fridays	
Springfield	A. D. Birnbaum	613 Tyler Street		
Streator	William Schroder			
INDIANA				
Evansville	O. P. Seitz	1814 Riverside Ave.	Mondays	Members' Offices
Gary	A. B. Harris	570 Washington St.	1st and 3rd Tuesdays	Chamber of Commerce
Indianapolis	R. E. Snyder	704 N. Alabama St.	2d & 4th Monday	Labor Hall
Peru	J. B. Johnston	West 5th Street	1st Tuesday	B. & T. Ex. Building
South Bend	Mr. Moran, Jr.	832 N. St. Louis	1st Thursdays	Asso. Bldg. Cont.
Terre Haute	Carnoy Chess	523 Ohio St.	Wednesday Evening	
Warsaw	L. F. Meyers	120 E. Market St.		
IOWA				
Davenport	Louis F. Cory		Monday 6 p. m.	Chamber Com.
Sioux City	E. A. Artz	211 Fifth St.	Monday 6 p. m.	Members' Offices
Waterloo	H. L. Hileman	600 Bluff Street		
KANSAS				
Arkansas City	E. C. Simmons	146 S. Santa Fe Ave.	Mondays	Members' Offices
Salina	Geo. H. Shank	816 Kansas Ave.	1st Thursday	Elks' Club
Topeka	H. S. Lee	446 North Main	Monday Noon	United Elec. Co.
Wichita	L. A. Harris		Every Tuesday 7:30	B. of T. Building
KENTUCKY				
Louisville	Chas. Daubert	921 S. Third St.	Tuesdays	
Paducah	W. R. Kitterjohn		Last Thursday	
LOUISIANA				
New Orleans	S. J. Stewart	531 St. Joseph St.	2 p. m. Monday	612 Gravier St.
Shreveport	R. L. Norton	620 Marshall St.	Wednesdays	Builders' Exchange
MAINE				
Portland	Lyman P. Cook	12 Free Street	On Call	Graymore Hotel
MARYLAND				
Baltimore	George Robertson	Park Bank Bldg.	2d and 4th Thursdays	Southern Hotel
MASSACHUSETTS				
Fitchburg	R. M. Gowell		1st Monday	Fay Club
Haverhill	H. W. Porter	24 West St.	2nd Monday	El. Light Station
Malden (Everett & Medford)	Harry J. Walton	Malden Elec. Co.	Monthly	Malden Elec. Co.
Newton	C. L. Howe	897 Washington St.	2d Monday ea. month	Various Places
Pittsfield	Wm. J. Cullen	West St.	Monthly	Members' Offices
Springfield	A. R. Tulloch	11 Court House Pl.		Chamber of Comm.
Worcester	J. W. Coghlin	259 Main St.	2d Thursday	44 Front Street
MICHIGAN				
Detroit	H. Shaw	613 Lincoln Building	Last Thursday	G. A. R. Hall
Flint	J. Markle	718 S. Saginaw		Association of Com.
Grand Rapids	Henry Romyn	40 Ionia Av., N. W.	Tuesday Noon	Chamber Commerce
Kalamazoo	M. Randall	Exchange Place		
Saginaw	E. T. Eastman	209 Brewer Arc.		

ORGANIZATION ACTIVITIES—(Continued.)

STATE AND CITY:	LOCAL SECRETARY	STREET ADDRESS	TIME OF MEETING	PLACE OF MEETING
MINNESOTA				
Duluth	D. Ehler	210 W. 1st St.	Subject to Call	Builders' Exchange
Minneapolis	W. I. Gray	511 S. Third St.	2d & 4th Monday	Elk's Club
St. Paul	E. Hoseth	993 Selby Avenue	2d & 4th Tuesday	
MISSOURI				
Kansas City	A. S. Morgan	4 E. 43d Street	2d and 4th Tues.	University Club
St. Louis	E. Bowman	644 Century Building	1st Wednesday	American Hotel
NEBRASKA				
Lincoln	G. G. Kingham	142 S. 12th Street	1st & 3rd Monday	C. of C. Building
Omaha	E. H. Brown	1818 Harvey St.	2d and 4th Thursdays	Builders' Exchange
NEW HAMPSHIRE				
Portsmouth	F. C. Hatch	Kittery	2d & 4th Wednesdays	
NEW JERSEY				
Atlantic City	F. P. Wright	16 Ohio Ave.	1st Thursday	Malatesta Hotel
Long Branch	Chas. Maggs	462 Bath Ave.	1st & 3rd Mondays	Commercial Hotel
Newark	John J. Caffrey	435 Orange St.	1st Monday	283 Plane St.
Paterson	H. M. Desaix	88 Ellison St.	Last Friday	P. S. Building
NEW YORK				
Albany	E. A. Stephens	71 Trinity Place	3rd Thursday	Pekin Restaurant
Binghamton	A. H. Hyle			
Brooklyn	H. F. Walcott	Pacific St. and 3d Ave.	1st & 3rd Wednesdays	Johnston Building
Electric Club	A. Stone	503 Myrtle Ave.		
Buffalo	H. H. Howell	54 Niagara St.		
Cooperstown	B. B. St. John	Oneonta	3rd Tuesday	Vanon
Endicott	A. H. Hyle	Binghamton	Tuesdays	Chamber Commerce
Glens Falls	W. F. Coombs	21 Main Street, S.		
Jamestown	Henry Lund	309 Main Street	3rd Monday	Black Bear Rest.
Nassau-Suffolk	Henry T. Hobby	Rockville Centre		
New Brighton	E. L. Taylor	Tottenville		
N. Y. Section, No. 1	J. W. Hooley	70 East 45th Street	1st Thursday	Building Trades
Independent	Albert A. A. Tuna	127 East 34th St.	2nd Wednesday	100 East 45th St.
Section No. 3	L. F. Luedecke			
Oneonta	B. B. St. John		3rd Thursday	
Rochester	Theo. Benz	278 State St.	Monthly	
Saratoga Springs	W. F. Camp	So. Glen Falls	2d and 4th Thursdays	Saratoga and Glens Falls
Syracuse	Fred P. Edinger	440 South Warren St.		
Schenectady	Mr. Spengler	McClellan St.		
Tottenville	W. Taylor	Tottenville, S. I.	Subject to Call	St. George, S. I.
Troy	H. W. Boudey	First Street	1st Tuesday	Gas Office
Utica	W. C. Ballda	228 Genesee Street	1st Tuesday	Elks' Club
Yonkers	Mr. Mayer	Manor House Sq.	Monthly	
NORTH CAROLINA				
Charlotte	F. E. Robinson	205 N. Tryon St.	Tuesdays	Members' Offices
OHIO				
Akron	Harvey Uhl	211 Water Street	Alternate Thursdays	2nd Nat. Bank Bldg.
Bellaire	J. Blumberg	Bellaire	Call of Secretary	Bellaire
Canton	H. S. Hastings	Industrial Corporation	1st Tuesdays	Industrial Com.
Cincinnati	W. R. Keeler	939 E. McMillan	Tuesday 3 p. m.	Chamber of Com.
Cleveland	Frank Monahan	1761 East 12th Street	1st and 3rd Thursdays	Hotel Statler
Columbus	A. G. Sims	Sims Elec. Co.	2nd Wednesdays	Bldrs. Exchange
Dayton	Clarence Carey	1107 Bron Ave.	2d & 4th Mondays	Builders' Exchange
Mason	F. D. Mussop	309 E. Main St.	Weekly	Members' Offices
Springfield	M. H. Gray		On Call	Various
Steubenville	D. C. Hartford	16 Huron Bldg.	1st Wednesday	Nat. Exchange Bank
Toledo	J. Kelly	Builders' Exchange	Every Wednesday 8 p. m.	16 Huron Building
Youngstown	F. F. McBride		Monday Noon	V. M. C. A.
OKLAHOMA				
Tulsa	C. W. Cowan	Masonic Bldg.	Every Monday	Masonic Bldg.
OREGON				
Medford	S. C. Clark	Cal. Ore & Power Co.	3rd Monday	
PENNSYLVANIA				
Allentown	(See Bethlehem)			
Bethlehem	A. W. Hill	500 Main Street	Last Thursday	At call of President
Catasauqua	(See Bethlehem)			
Chester	Wm. J. MacMillan	12 W. 3d St.	2nd Thursdays	Chester Club
Dubois	C. E. Blakeslee		Monthly	
Easton	(See Bethlehem)		Monthly	
Erie	Earl Stokes	Builders' Exchange		Builders' Exchange
Lancaster	A. Deen	434 S. Sheppen	3rd Friday	Underwriters Office
Philadelphia	M. G. Sellers	1518 Sansom St.	2nd Thursday	1716 Arch St.
Pittsburgh	Fred Rebele	209 4th Avenue	1st Thursday	4th Avenue
Scranton	A. J. Fowler	Board of Trade Bldg.	Tuesdays	Zenke's
St. Marys	C. E. Blakeslee	Dubois	Mondays	
Wilkes-Barre	Ambrose Saricks	Penn. Pr. & Lt. Co.	Tuesday Evenings	Penn. Pr. and Lt. Co.
York	A. E. Harris	E. King Street	2d & 4th Tuesdays	
RHODE ISLAND				
Providence	Herbert C. Hill	35 Westminster Street	1st Thursdays	
SOUTH CAROLINA				
Charleston	J. P. Connolly	Cons. Ry. & Light'g Co.		
Columbia	F. L. Cashion	Sumter, S. C.		
Greenville	E. C. DeBruhl	Ideal Electric		
TENNESSEE				
Chattanooga	Carl Schneider	412 Kirby Avenue	Wednesday	Manhattan Cafe
Knoxville	H. M. Moses	615 Market Street	Noons	Railway Light Co.
Memphis	J. J. Brennan	Memphis Pow'r & Lt. Co.	Monthly	
Nashville	J. Shannon	8 Ave. and Church	1st Thursdays	Tribune Hotel
TEXAS				
Dallas	Miss B. E. Burkhardt	Deer Building	On Call	Deer Building
El Paso	R. S. Murray	1515 No. Campbell	Ev. Tuesday	303 Martin Building
Beaumont	J. A. Solleder	866 Pearl Street	Tuesday Evenings	
Houston	E. M. Dupree	1303 Capital Ave.,	Wednesday Evenings	Houston Elec. Co. Bldg.
UTAH				
Salt Lake City	E. H. Eardley	Box 544	Tuesdays	Chamber of Commerce
VIRGINIA				
Lynchburg	Irby Hudson	Hudson-Morgan Elec. Co.	1st Thursdays	Piedmont Club
Norfolk	K. D. Briggs	Arcade Building	Wednesdays	Chamber of Commerce
Richmond	W. A. Cutlett	Jefferson and Grace Sts.		
WASHINGTON				
Seattle	Rush McCarger	3rd and Madison St.	Thursdays	Elk's Club
WISCONSIN				
Green Bay	John B. Tingley	223 Cherry St.	1st Thursday	Nicolet Building
Madison	Otto Harloff	602 State St.	Wednesdays	Asso. of Com.
Milwaukee	Walter F. Baumann	156 5th Street	1st Monday each Month	456 Broadway
Racine	F. H. Patrick	1545 W. Boulevard	1st Tuesday	Racine Building
CANADA				
Calgary	E. W. Beard		Bi-weekly	Christie Elec. Co.
Guelph	W. E. Lemon		2d and 4th Monday	
Hamilton	K. J. Donoghue	The Gringer Co.		
Kitchener	O. S. Leyes	clo N. Electric Co.		
Montreal	G. C. L. Brassart	clo Doerr El. Co.		
Ottawa	A. C. McDonald	65 McGill College Ave.		
St. Catherine	A. J. Desand	128 Osgood St.	Monday 8:00 p. m.	Elec. Inspection Office
Toronto	J. A. McKay	Electric Shop	1st and 3rd Wednesday	Chamber Commerce
Vancouver	J. F. Hutchinson	24 Adelaide St.	2nd Tuesday	Board of Trade
Windsor	A. H. Cook	2427 Granville St.	Every Tuesday	314 Pacific Building
Winnipeg	R. N. Elgar	609 Moy Ave.		
Niagara Peninsular	W. H. Mackenzie	General Elec. Co.	2d and 4th Thursdays	Notre Dame Building

New Jersey Association Adopts Reorganization Plan

A REORGANIZATION plan, whereby the New Jersey Association of Electrical Contractors and Dealers will be run on the lines of a representative executive committee, was adopted at the semiannual outing and business meeting of the association held at Crystal Lake July 26.

The plan, which was worked out and proposed by George E. Davis, retiring president, consists of having on the committee two representatives from each local throughout the state, one representative from the public utilities company, one from the New Jersey jobbing houses and one representative at large. This committee will meet once a month and hold its business meeting, presided over by the president of the state association, who is elected by the members at large. A general meeting will be held each January and the summer meeting will be hereafter strictly a pleasure outing.

By this arrangement all members in the individual locals automatically become members of the state organization and a per capita charge will be levied upon the locals for each contractor member, this doing away with the individual collection of dues. There will also be an individual assessment against each of the jobbing houses and the Public Service Company. This assessment will be small and sufficient only to take care of the running expenses and maintenance of the state headquarters.

After the plan had been voted upon and adopted an organization committee was appointed to work out some of the details and to revise the present constitution and bylaws so that the new plan could be put in operation by October.

Election of officers for the new year also took place at the meeting. Mr. Davis, who has been president for a number of years, declined the nomination for that office, saying that in view of the proposed organization he felt a new force of officers should be elected. Henry M. Desaix, of Paterson, was then elected president and Robert Beller, of Newark, secretary-treasurer.

In retiring Mr. Davis gave a resume of the activity and purpose of the association. One of the accomplishments of the New Jersey association, he stated, was the introduction and passage of a

bill in the legislature, separating electrical work on all state, county and municipal contracts from the general contracts and requiring individual contracts for electrical work. He said also that through conferences with the Public Service Company, association officials had induced the company to change its merchandising policy completely so that it now sells appliances, lamps and fans at retail prices instead of at cost, as it formerly did.

The association, he pointed out, had also succeeded in greatly standardizing the Public Service Company wiring requirements throughout the state and has secured the adoption of uniform meter boards and several other working agreements to the advantage of the electrical contractor. The legislative committee has worked for the adoption of a bill providing for licensing electrical contractors and for two years has had it passed by the legislature only to be vetoed by the governor. This matter, he stated, was considered so vital that the committee will not desist until there is a bill passed that will be a real benefit to the electrical industry.

The gathering was a joint meeting of the state association and the Master Electricians' Association of Newark and Vicinity and it was attended by about 200 members of both organizations. After the business meeting there were organized sports, followed by the serving of a chicken dinner.

Los Angeles Now Requires Licenses

An ordinance requiring the registration of electrical contractors with the City Electrician is now in effect in Los Angeles. By this ordinance electrical contractors are divided into two classes, those doing work outside of their store or shop and those doing work only on their own business premises. The registration fee for the first class is \$100 per year and that for the second class \$10 per year. A bond of \$1,000 must be furnished with each application for certificate of registration.

The City Electrician is empowered to examine "briefly" each applicant for registration and to pass upon his qualifications and experience. The certificate of registration becomes null and void upon the second conviction of any

individual or firm for violation of this or any other ordinance regulating electrical installation work. The penalty for infraction of this municipal law is a fine of not more than \$500 or imprisonment for not more than six months or both.

Birmingham Adopts "Electragists" Title

The name of the local association of electrical contractors and dealers of Birmingham, Ala., has been changed to "The Birmingham Electragists", every local member having joined the Association of Electragists—International. The change took place at the recent regular monthly meeting.

A. R. Small Heads Electrical Committee

The National Fire Protection Association has announced the appointment of A. R. Small, vice president of the Underwriters' Laboratories, Inc., 109 Leonard Street, New York City, as chairman of its electrical committee to succeed Dana Pierce.



A. R. Small

Mr. Pierce has served as chairman of the committee since 1919 and has had to give up this work because of new and larger duties resulting from his recent promotion to the office of president of the Underwriters' Laboratories according to the association's announcement, this is also in accord with its newly-adopted policy of placing a time

limit on the service of the chairman of its technical committees.

Under Mr. Pierce's guidance the electrical committee accomplished the recent rearrangement of the National Electrical Code which, in the current (1923) edition, is having greatly increased recognition as the national standard for safe wiring practice.

Mr. Small, who now assumes the committee duties of Mr. Pierce, has been active in committee work in the association since 1906. He was born in South Portland, Me., and is an engineering graduate of the University of Maine. He did his first insurance work with the New York Insurance Exchange and in 1906 joined the staff of the Underwriters' Laboratories as assistant electrical engineer. In 1908 he was made a special agent for the organization and two years later originated the label service department. He was appointed vice-president of the Underwriters in 1916. He brings to the work of the committee a continuous contact with it extending over eighteen years, during the last five of which he served as chairman of the standing committee on devices and materials of the N. F. P. A.

Mr. Small plans to work actively for the extension of the scope and influence of the National Electrical Code. Neither the date nor the method of preparing the next edition of the code have been definitely determined. However it is fairly certain that the procedure will be that of the American Engineering Standards Committee under whose rules the N. F. P. A. is designated as the sponsor for the National Electrical Code.

Rock Island-Moline Joint Meeting

Electrical contractor-dealers of Rock Island and Moline, Ill., held a dinner meeting August 1 at the Como Hotel, Rock Island, to hear a talk on overhead and the Manual of Estimating by Arthur P. Peterson, field representative of the A. E. I.

The subject of the annual convention of the A. E. I. at West Baden this year was taken up and the opinion was expressed by the local members that it was the most important convention in years because of the action to be taken on the report of the Merchandising Policy Committee. It was announced that a number of electragists from the two cities would attend the convention.

Hudson Valley Members at Summer Conference



Combining Business and Fresh Air at The Hudson Valley Meeting

ONE of the outstanding features of the recent summer conference of the Hudson Valley Electric League, held at Domino Inn, Poughkeepsie, N. Y., was the 100 per cent application for membership in the A. E. I. by the league members present. This followed a talk by Laurence W. Davis, general manager of the A. E. I. on "Making Contracting Profitable."

In his address Mr. Davis showed that all business is built on financial success and that financial success depends to a great extent on an accurate accounting system. He gave a practical lesson in estimating and checking a typical wiring job by taking an actual job which had been done by a New York contractor and working it out step by step on a large chart, while everyone present followed the transaction by making out the job sheet for wiring installation, a form recently prepared by the A. E. I. When this form had been filled out and the method of estimating the overhead and a reasonable profit explained, Mr. Davis proposed to the league a group membership in the A. E. I., which resulted in applications by all of those present.

The meeting of the league, which is composed of the local electrical leagues of Poughkeepsie, Kingston, Newburgh, and Catskill, was under the auspices of the Central Hudson System of gas and electric companies. The conference was called to discuss cooperative busi-

ness plans for this fall, particularly the National Campaign for Better Home Lighting and the Red Seal plan for standardizing electric service installed by contractors of this territory.

The address of welcome was given by L. P. Perry, general commercial manager of the Central Hudson System, who introduced W. L. Goodwin, vice president of the Society for Electrical Development, and Mr. Davis. As luncheon speakers, he introduced H. A. Lewis of Electrical Merchandising; J. Haley of the Adirondack Light and Power Company, and T. R. Beal, president of the Central Hudson System.

The afternoon session was held under the leadership of R. J. Canniff of the sales promotion department of the Central Hudson System, who is secretary of the league.

Northern Colorado Meeting Talks Better Business Practice

Better business practice for contractor-dealers and higher wiring standards were the principal subjects of discussion at a recent meeting of northern Colorado electrical men in Fort Collins. Contractors from that city, and from Loveland and Windsor were in attendance, along with representatives of the Public Service Company of Colorado from each of those communities.

The meeting was arranged by Frank

Johnson, city electrical inspector of Fort Collins, and through his efforts the mayor of Fort Collins, several architects and representatives from the electrical department at the State Agricultural College were present. A. L. Johnston of the Fort Collins Electric Supply Company, and a member of the A. E. I. presided as chairman.

The new national electrical code was explained by L. A. Barley, chief engineer of the Mountain States Inspection Bureau. S. W. Bishop, executive manager of the Electrical Co-operative League of Denver discussed better business practices as applying to electrical contractors.

One of the results of the meeting was the decision of over a dozen present to be in attendance at the meeting in Denver, August 26, to hear the talk made on that date by Laurence W. Davis, general manager of the A. E. I.

Plan for Joliet Association

Plans for the formation of a local association of electragists in Joliet, Ill., were discussed at a meeting of contractor-dealers held there August 4. A feature of the service rendered by the national association which attracted favorable comment was the new Job Record Sheet. It was the opinion of the gathering that this form was one of the most complete and necessary adjuncts to the electragist's business that has ever been devised.

Rocky Mountain League Active

A summary of the activities of the Rocky Mountain Electrical Cooperative League, of Salt Lake City, for the six months ending June 30, show that the lighting bureau service maintained by the league has been of great value to the members. From the first of the year to the end of June it furnished 93 sets of plans for lighting layouts on individual jobs, for a total of 3,951 outlets. Of these jobs it closed 57 for a total of 1,595 outlets, for which the contract price was \$14,151. The average number of outlets per job being 29. This includes only lighting outlets and not switches, convenience outlets, etc.

At the most recent meeting of the lighting club of the league the discussion centered on short-cut methods of calculating a lighting layout. Owing to the vacation period during the sum-

mer months it was decided to discontinue the meetings until late in September.

The league is now at its permanent headquarters at 626 Kearns Building.

Sacramento Evolves Standard Meter Box

Representatives of the electrical contractors and dealers of Sacramento, Cal., working in conjunction with the Great Western Power Company, the Pacific Gas and Electric Company, and the city electrical department have evolved a standard meter box. The box is a wooden cabinet 24 inches high, 13 inches wide and 8 inches deep, the roof being sloped. The box is of pine, with the exception of the roof and door, which are of redwood. It is so designed that it can be placed outside of the building, semi-flush or entirely flush.

Californians Announce Annual State Convention

Announcement has been made by the California State Association of Electrical Contractors and Dealers of the program of activities for its annual convention, to be held this year at Santa Cruz, from September 19 to 21. The first day of the convention will be devoted to an executive committee meeting, a general open meeting and the annual convention ball. There will also be a golf tournament for members and registered guests.

The following two days will see the convention banquet, a baseball game between contractors and the jobber-manufacturing interests and other organized sports. The business meeting on September 19 will include short talks on "Estimating," "Credits," "Lighting and Lighting Fixtures," "Residence Wiring," and "Radio."

Secretary Davis on Southern and Western Trip Finds Enthusiasm for National Association Activities

A REPORT received from Laurence W. Davis, secretary of the Association of Electragists—International, who has been visiting cities in the South and West to explain A. E. I. activities, shows that local and state associations regard the program of the national association as of great value to their individual members.

After visiting Gulfport, Miss., Mr. Davis went to New Orleans. The meeting there was highly successful, the Louisiana branch of the A. E. I. turning out in great numbers with an almost 100 per cent attendance of the New Orleans members and many from Baton Rouge and Alexandria. The gathering was particularly interested in the estimating manuals and the new job sheet prepared by the A. E. I.

At Los Angeles Mr. Davis attended meetings of two large groups of the industry. The first meeting was made up almost entirely of electrical contractor-dealers with several representatives of the inspection department in the gathering. Over 100 were present at this meeting. The following day he attended a meeting of the Los Angeles association, at which the members discussed with the electrical inspection department officials various problems that arise on inspection matters. These

meetings are regular affairs, Mr. Davis reported, and serve to keep up the closest kind of cooperation with the inspection department.

His report commented on the unusual location of the association rooms, which occupy a large store space on a prominent retail street and provide not only an office but large meeting room with a completely furnished electric kitchen from which luncheons and suppers are served to members at their meetings by the secretary, Miss Helen I. Mikesell.

The following three days Mr. Davis spent in San Francisco and Oakland. In the latter place a large meeting of contractor-dealers, and representatives of the manufacturers, jobbers and central station, was addressed on the subject of the A. E. I. work and its possibilities for developing more effective local work through a closer tie-in. Laurence R. Chilcote, secretary of the East Bay Association of Electrical Contractors and Dealers, gave a talk on the need of electrical manufacturers making their national advertising more institutional in character and selling the idea of electrical service rather than emphasizing individual trade names.

At San Francisco a luncheon and afternoon meeting was held, at which almost all the members of the San

Francisco association were present and had as their guests the jobbers, manufacturers and central station men. The meeting was presided over by Clyde L. Chamblin, the chair being turned over to him as representative of the A. E. I. by the president of the local association. Mr. Chamblin pointed out the strong position of association work in California under the leadership of such men as Earl Browne, the new secretary of the San Francisco association, and Walter F. Price, the new secretary of the California State Association. He also emphasized the greater possibilities for the contractor association work in California in a closer tie-in with the A. E. I. and urged the adoption of the name "Electragists" and the use of the electragist trademark instead of the several local emblems which have been used.

Mr. Davis spoke on the responsibilities of the contractors and other groups in the industry in their respective place in distribution and the need of better understanding of their respective problems for the best development of all. In closing he read the merchandising policies report of the national association, which met with close attention and interest.

From San Francisco Mr. Davis' schedule took him to Salt Lake City, Denver and Kansas City. A report on these meetings will be published in the October issue.

Mississippi League Now Has Contractor-Dealer Section

Electrical contractor-dealer members of the Mississippi Electrical League are now functioning as a unit, a contractor-dealer section of the league having been organized at the last meeting of the league in Gulfport. While the section

will work as a part of the league, it will correspond in its activities to a state association of contractor-dealers.

W. J. Johnson, of Meridian, has been appointed chairman of the section, while A. H. Jones, of McComb, is secretary.

Announcement has been made of the newly-elected officers of the league, as follows:

President, W. R. Phipps, Meridian; vice presidents, W. J. Johnson, Meridian, Ray Scott, Greenwood, W. R. Herstein, Memphis; directors, A. H. Jones, McComb, E. O. Stinson, Aberdeen, and C. A. Fisher, New Orleans; secretary and treasurer, Stuart C. Kirby.

Committees were named as follows: Resolutions—J. D. Landham, W. J. Tooley and S. C. Irby; membership—C. J. Gates, Louis Woods and George L. Marchieu; by-laws—W. R. Herstein, A. G. Riddick and A. H. Jones; code of ethics—Percival Stern, J. M. Fried and P. F. Sigler.

Charge Electric Permit Barter

Several electrical concerns in Baltimore were charged recently with securing from the city permits to install electrical work and selling them at a profit to incompetent electricians. The accusation was made by George Wilkinson and E. Goldberg of the State Board of Electrical Supervisors and Examiners.

The testimony was in the case of a man charged with doing electrical work in a residence without city permit or license as an electrician. The supervisors declared the practice a fire hazard and convinced the court of this, the electrician being fined \$25. The accused man testified that he had bought the permit from an electrical firm through a friend. The state board has since revoked the license of this firm.

Dayton League Outing

The third annual picnic of the Electrical League of Dayton was held at Eagles Park in that city on August 6. Approximately 300 representatives of local contractors, dealers, jobbers, manufacturers and central station men and a number of visitors from neighboring cities, including Columbus, Cincinnati and Cleveland, were in attendance. A program of sports during the day was followed in the evening by an address on the details of the better home lighting essay contest.

Toronto League Has Successful Half Year

The housewiring work of the Electric Service League of Toronto will add from 8,000 to 10,000 extra outlets in houses in that city this year, according to statistics gathered by the League for the first six months of this period. This estimate is felt by officials to be conservative since it is based only upon what has been accomplished in the first half year and does not take into account the momentum which the Red Seal plan there is acquiring each month.

In the last month the league has added nearly 50 Red Seal houses to its list and about 20 builders to the Red Seal builder list. The league now has on record 160 Red Seal houses and 60 Red Seal builders. Estimates place the value of the extra wiring device sales brought about through the work of the league at \$25,000 for the first six months of the year.

Another activity of the league has been the preparation of publicity regarding the installation of electric ranges in a row of fourteen four-room houses, selling for \$3,900 apiece. The ranges sold these houses and the league



The Delegates to the Mississippi Electrical League Convention Gathered Under the Spreading Coconut Trees at Gulfport.

will capitalize on that fact in a new effort to get ranges installed by builders. There is also a campaign under consideration to encourage electric range installation in small houses and to get garages fitted with heater outlet, three-way switches, etc.

Alabama Organization Completed

The final steps towards completing the organization of the Alabama Association of Electragists were taken August 11, in Montgomery. The morning meeting was an open one presided over by R. P. Reeves, executive committee-man of Montgomery, and was devoted to an address of welcome by A. S. Coleman, district manager of the Alabama Power Company, and the introduction of the members of the association to the various members of the other branches of the industry who were present at this meeting.

The association and visitors were entertained at a luncheon by the Montgomery electragists immediately after which the afternoon meeting was opened in the Chamber of Commerce auditorium with J. R. Wilcox, state president, presiding.

The jobbers doing business in Alabama had representatives present at this meeting to confer with the electragists regarding the report of the Special Merchandising Committee of the A. E. I.

W. R. Herstein speaking for the jobbers reviewed the seven main points of the report and stated that the jobbers were anxious to work with the electragists in an endeavor to put the contracting and retailing business on a sound and profitable basis, since that means as much to the jobber as to the contractor. He further stated that the points in question have already had the attention of the jobbers and that they are taking steps to curtail the evils affecting the electragists insofar as they bear on the relations of the jobber with the electragists' field of activity.

Following this the secretary was instructed to read the constitution and bylaws as recommended by the A. E. I. with such changes as needed for local conditions. They were adopted by the state association as recommended. This was the final business of the Montgomery meeting and after selecting the first Monday of November for the next quarterly meeting in Mobile, it was voted to adjourn.

New Edition of Ontario Electrical Installation Rules

The Hydro-Electric Commission of Ontario has just issued the seventh revised edition of its rules and regulations for contractors making electrical installations. The rules and regulations follow in the main the national electrical code of this country, differing or being in advance of the American code in the following particulars:

Receptacles must not be of the screw-base type.

In new buildings wall outlet boxes must be 1½-in. deep. (This is recommended in the American Code).

Wiring must be in metal conduit where metal lath is used or where walls or ceiling are covered with metal sheeting.

Conduit laid in cinders must be protected by 1 inch of concrete grouting.

Service wires must be run in metal conduit or must be in lead-sheathed armored cable. (Conduit is required in many cities of the United States, but is not specified by the code.)

Service wires must be brought into the basements of buildings where practicable.

The Commission has also issued new regulations regarding the display and sale of electrical appliances in Ontario. In this work the commission is fulfilling in a general way the functions of the Underwriters' Laboratories, Inc., in the United States, with this very important difference: Approval or disapproval of devices by the Commission has a legal standing. The Commission also prohibits the use of disapproved devices though it does not prevent their sale if accompanied by a notice that their use is unlawful.

Iowans Hold District Meetings

MEETINGS of the western district and eastern district sections of the Iowa Association of Electragists were held respectively July 28 at Sioux City, and July 31 at Cedar Rapids. There was a large attendance at each meeting.

At the initial session of the Sioux City gathering, which was presided over by E. B. Murray, president of the Iowa association, there was a general discussion of association work. Mr. Murray outlined a plan to divide the state into seven districts, not as so many units of the state organization but merely to provide for more frequent meetings. In each district there would be named an individual responsible for the membership in his district as well as for the turnout of the members for the state meetings.

At the evening session a resolution was passed approving the merchandising policy report of the A. E. I. There was also a resolution favoring segregation of electrical bids from general contracts, one condemning courtesy discounts and another favoring more stringent state workmen's compensation and public liability laws. Prior to the adjournment of the meeting Arthur P. Peterson, field representative of the A. E. I., was called upon to give a black-board demonstration of the working of the Manual of Estimating of the A. E. I.

The meeting at Cedar Rapids was presided over by Robert Honegger, vice president of the Iowa association, the purpose of this meeting being to organ-

ize and appoint committees. A committee on resolutions was appointed, which was headed by W. L. Fowler of Cedar Rapids.

A plan for curbing the irresponsible contractor was proposed at the morning session. The plan consisted of preparing a list of legitimate contractors and dealers in every Iowa town and city and submitting this list to all jobbers.

At the afternoon meeting the committee on resolutions presented the following resolutions which were read and approved:

(1) That the state association work for the passage of a law licensing electrical contractors and that a competent person be employed by the association to draft such a bill.

(2) That the association oppose submitting electrical bids to anyone but owner or architect.

(3) That electragist literature and a list of Iowa electragists be distributed to all architects in Iowa with the request that standard symbols be used on all plans and specifications.

(4) That local meetings of electragists be fostered.

(5) That the association recommend to all contractors installation of a proper system of cost accounting.

(6) That the association recommend to architects the adoption of the exclusive use of galvanized conduit and fittings.

At the close of the meeting Mr. Peterson made a talk on "Overhead."

The New British Wiring Rules

A NEW British Wiring Code has just been published under the title, "I. E. E. Regulations for the Electrical Equipment of Buildings." I. E. E. stands for Institution of Electrical Engineers, corresponding to our A. I. E. E. They move a little more deliberately in England than we do in the United States and Canada, the last previous edition of these rules was dated 1916, and a committee has been at work on the new draft since December, 1919. While this code is sponsored by the I. E. E., the committee consisted of fourteen members representing that organization and twenty representatives of the contractors' association, manufacturers, central stations, and fire insurance companies. It is evidently not so generally accepted as a standard as our Code is in this country, for one English electrical paper takes occasion to urge contractors to conform to the new rules and another says they "stand a very good chance of becoming a standard."

A few of the rules are of interest as illustrating some of the differences between English and American practice.

Branch circuit loading is taken care of as follows: Where the total rating of "points" supplied from the "sub-circuit" does not exceed.

- 6 amperes—10 points are allowed
- 8 amperes— 6 points are allowed
- 10 amperes— 4 points are allowed
- 20 amperes— 2 points are allowed

Final "sub-circuits" supplying one lamp or appliance are not limited as to current-carrying capacity. A "point" is an "outlet" as defined in our Code.

Incidentally one of the papers mentions the prevalence of the idea that wiring costs "a pound a point."

Exposed branch circuit wiring may be run with flexible cords on porcelain cleats for circuits carrying not over 6 amperes or low voltage work, that is up to 250 volts between conductors. The cleats must be not over 3 feet apart.

The requirements for switchboards are extremely rigid in some respects. On a slate or marble board, all live metal must be insulated from the panel with mica or other suitable insulating material, this rule applies to 200 volt A. C. boards and 100 volt A. C. boards. All nuts at the back of the switchboards must be locked. All circuits and instruments must be labeled. No fuses are permitted at the back of a board.

Voltage drop in a wiring system for lighting is limited to 1 volt plus 3 per

cent of the declared pressure, from the consumer's terminals to the furthest point.

The following rule is referred to on a "startling innovation" and such it certainly would be in this country:

"In installations in which the normal working current in any circuit or circuits connected to the main distribution board exceeds 100 amperes, there shall be provided, in addition to a fuse or a circuit breaker with overload trip, an installation whereby the installation or faulty circuit, as the case may be, shall be discontinued in the event of a leakage to earth. This device may be set to operate with any prescribed value of the leakage current, provided that such value does not exceed 100 amperes."

Rhode Islanders Discuss Home Lighting

The Rhode Island Electric League held a dinner meeting on August 7 at Providence for the purpose of taking up the Better Home Lighting campaign. Frank H. Thurston, president of the league, presided and read a letter from E. A. Barrows, president of the Narragansett Electric Lighting Company, who was unable to be present. The reading of this letter was followed by a talk explaining the proposition by Louis D. Gibbs, of the Boston Edison Company. Eugene H. Foulke, field man of the Society for Electrical Development then took up other points in regard to the campaign. Arthur B. Lisle, general manager of the Narragansett Electric Lighting Co., pledged the support of the central stations and David Daly, president of the Blackstone Valley Gas and Electric Company, emphasized importance of the undertaking and promised the support of his company. A. H. Allcott, chairman of the program committee of the League outlined what had been done up to date. The meeting closed with a report of A. B. Walker, chairman of the outing committee.

Mr. Gibbs in his talk stressed the unselfishness of the campaign and the value of better lighting. He explained that it would cost what the locality wanted to spend, that some sections of the country were going to spend at the rate of 15 cents for each meter in use, the central stations donating 10 cents per meter and the remainder of the industry raising half that amount.

Mr. Allcott stated that it may be nec-

essary to give up the idea of an electric home this fall though an effort is being made to persuade contractors all over the state to build homes after the plan of the \$15,000 home to be offered as a nation wide prize. If this plan succeeds one of these may be used as an electric home.

Scott New Secretary Denver Association

The Denver Electrical Contractors' Association reports that E. Scott of Scott Bros. Electric Company has been appointed secretary-treasurer pro-tem, who will act in that capacity until it is again decided by the association to have a fieldman to take the place of H. Alex Hibbard whose resignation as secretary-treasurer became effective August 1.

The association has moved its office to 632 Seventeenth Street.

Off Season Fan Use Contest

In order to find out all the different off season uses of electric fans, the Society for Electrical Development elsewhere in this issue announces a prize contest for the best sales plan on "How to Sell Electric Fans for Diversified Uses."

There are twelve prizes in all amounting to \$250 with a first prize of \$100, a second of \$50 and the remaining ten of \$10 each.

The contest opens September 1 and runs until October 15.

Denver Outing Attracts Attendance of Over 1,000

Denver electrical men and their families, over a thousand in number, participated in the annual picnic and outing of the Electrical Co-operative League in Denver, August 7. It was the fourth annual event of such a nature staged by that organization at one of the local amusement parks.

A truck load of prizes, mostly electrical appliances and varying from flash lights to a washing machine as the capital prize, were contributed by the united electrical industry for awards to successful contestants and participants in the races and various stunts.

Featuring the all-afternoon program of amusements were an indoor baseball game of three innings between the Denver central station and the rest of the industry, a half dozen races for the children, boys and girls and men and women, a wheel barrow race and balloon race, the "smoke-house" for men

and lastly the "dizzy-issie" race and aviation meet.

A grand prize drawing in which fifty prizes were awarded, including the washing machine, marked the close of the afternoon program and was followed by a basket picnic dinner and an hour's dancing, after which many attended the theatre. Others took advantage of numerous concessions which were thrown wide open to the electrical industry as one of the special features of the electrical get-together.

Most of the Denver contractors closed for the afternoon and gave their employes a half holiday. In the various events, they were prominently identified and in the prize drawing were the principal winners. Miss Mary Guscott, daughter of W. A. J. Guscott, head of the Denver association and vice chairman of the League, was awarded the washing machine, while Harry Byrne, vice president of the association, qualified for the second prize, an electric chafing dish. D. D. Sturgeon, Ted Nollenberger, E. E. Stettler of the West Denver Electric Co., and others were lucky ticket holders.

Milwaukee License Ordinance Valid

Considerable interest attaches to the recent decision of the Supreme Court of Wisconsin upholding the Milwaukee ordinance which requires the licensing of electrical contractors, but not of journeymen.

The city had been upheld in the lower courts in its case against Roy Rissling, who was convicted of violating the ordinance and the case was finally appealed to the State Supreme Court.

Appeal was made on four counts and each was denied.

The first count was that of discrimination in that the ordinance did not include journeymen. The court held that the City Council was within its rights in recognizing a distinction between contractors and journeymen, and that so long as every one in the class (i.e., all contractors) were required to be licensed there was no discrimination.

The second count was on the claim that the ordinance did not fix a standard and that the power delegated to the examining committee was legislation. On this score the court held that the council did fix a standard by providing a committee that would ascertain the fitness of applicants. This committee or board therefore, had only to determine fitness

and its powers therefore were administrative and not legislative.

The third point was that an individual was denied under the ordinance the same protection as against persons who would form a partnership or a corporation. The court held that it was not possible under the ordinance for several contractors who could not obtain a li-

cense to associate themselves with one who could and then operate independently because each firm or corporation is required to have one individual who is licensed and held responsible.

Finally the court held that the validity of the ordinance was not proper before it because the defendant had not applied for an ordinance.

Code Committees in 71 Cities

SINCE the last convention, the Association of Electragists, through its Code Committee of which A. Penn Denton is chairman, has endeavored to set up throughout the country local code committees composed of representatives of the several branches of the industry. It is now possible to announce for the first time the cities in which such committees have been organized.

Sixty-nine cities in the United States and two in Canada, a total of seventy-one cities, have organized local code committees. In commenting upon the enthusiasm with which this idea was received by the industry, Mr. Denton said:

"I am very enthusiastic over the way our membership and the other branches of the industry locally, throughout the country have taken to this work and I believe we have undertaken an educational work in the study of code and ordinance conditions in the larger cities of this country that will have a far-reaching effect in improving the business of our members, wherever this is done, as well as obtaining invaluable data for the use of the Electrical Committee in its next code revision work."

Cities in which Local Code Committees have been organized are:

Alabama—Birmingham, Mobile.
Arkansas—Hot Springs, Little Rock.
Colorado—Colorado Springs, Denver.
California—San Francisco.
Connecticut—Hartford, New Haven, Waterbury.
Florida—Jacksonville, Miami, Tampa.
Georgia—Atlanta, Columbus.
Illinois—Decatur, Galesburg, Springfield, Peoria, Joliet.
Indiana—Indianapolis, Terre Haute.
Iowa—Cedar Rapids, Davenport, Des Moines.
Kentucky—Louisville.
Kansas—Kansas City, Pittsburgh, Salina, Topeka, Wichita.
Louisiana—New Orleans, Shreveport.
Massachusetts—Boston.
Maryland—Baltimore.
Minnesota—Minneapolis, St. Paul.

Mississippi—Jackson, Vicksburg.
Missouri—Kansas City, St. Joseph.
New York—New York City.
Nebraska—Lincoln, Omaha.
New Jersey—Newark.
North Carolina—Raleigh.
Ohio—Columbus, Dayton, Springfield.
Oklahoma—Muskogee, Oklahoma City, Tulsa, Okmulgee.
Pennsylvania—Pittsburgh, Wilkes-Barre.
South Carolina—Charleston.
Tennessee—Memphis.
Texas—Dallas, Fort Worth, Houston, Beaumont, Galveston, San Antonio.
Virginia—Newport News, Norfolk, Richmond.
Wisconsin—Milwaukee, Sheboygan.
Washington, D. C.
Canada—Winnipeg, Toronto.

To Name Sub-Contractors in North Carolina Bids

The architects of North Carolina are working on a plan to stipulate in their specifications that general contractors submitting bids will name the sub-contractor whose bid they are using, with the understanding that the award of the general contract carries with it the award to the sub-contractor named, providing said sub-contractor is acceptable to the architect or owner.

Retires After Fifty Years in Industry

David E. Drake, dean of the sales department of the Westinghouse Electric & Manufacturing Company, who has been in the electrical industry for more than fifty years, retired during August. Before leaving for San Diego, Cal., where he will make his home, he was guest of honor at a Westinghouse luncheon at the Railroad Club, New York City. In his long career Mr. Drake made many pioneer installations, including the first arc lamps in New York in Miner's Theatre, the first electric lights in Newark, N. J., the first arc

lights in Chicago, at the Palmer House when Garfield was nominated for President, the lighting system in the New York State Capitol at Albany, the Brooklyn Bridge and the Washington Monument.

OBITUARIES

C. C. Sibley

C. C. Sibley, New York manager for the American Wiremold Company, died suddenly during the first part of August. Mr. Sibley was a pioneer in the electrical industry and formed one of the first jobbing houses in New York City. He was closely identified with the development of the electrical business and formed the Sibley & Pitman Electric Corporation.

During the war he was manager of the United States Cartridge Company at Lowell, Mass., and was actively engaged in production of munitions. After the war he returned to New York and took the eastern agency of the Dayton Fan Motor Company and the management of the American Wiremold Company's New York office.

Fenwick J. T. Stewart

Fenwick J. T. Stewart, superintendent of the bureau of surveys of the New York Board of Fire Underwriters, died at his home in Summit, N. J., on August 6. Mr. Stewart will be remembered particularly by electragists for his able upholding of the negative side of the debate on super-standard installations at the last annual convention in Washington, D. C.

Mr. Stewart was born in Washington in 1869, being a direct descendant of the original settlers of the Lord Baltimore colony. He received his early education in the public schools of Washington and was graduated from Georgetown University in 1891. Subsequently he studied electrical and mechanical engineering at Cornell University, being graduated in 1893 as a mechanical engineer.

He began his insurance career in 1897 when he became electrical expert and general inspector for the Continental Insurance Company of New York. He was active in all sorts of engineering activities having to do with fire prevention and code work and served a term as president of the National Fire Prevention Association. He contributed to fire insurance literature a number of important papers on the subjects on which he was an authority.

News Notes Concerning Electrical Contractor-Dealers

Business Changes, Store Improvements, and New Establishments Opened

The electrical contracting firm of Williams & Orange, Indiana, Pa., will hereafter be known as Williams Brothers.

The Electrical Repair & Sales Company, has moved from 17 Peters Street, Atlanta, Ga., to 700 Marietta Street, that city.

The Broadway Electric Shop, is the new name of the contracting business which has been conducted at 2740 Broadway, New York City, by Norman J. Zenker under his own name. There has been no change in ownership.

The Holmes-Michael Electric Company, Inc., has moved from 110 to 114 East Woodbridge Street, Detroit.

The Electric Service Shop has moved from 2208 Monroe Street to 2513 Collingwood Avenue, Toledo, O.

The Electrical Engineering and Construction Company has moved from 1109 Grand Street, Des Moines, Ia., to 1225 Walnut Street.

Snyder & Weller have opened a contracting and appliance business at Church and Furnace Streets, Reading, Pa.

The City Electric Company, Lumberton, N. C., is now located in new quarters on West Fourth Street.

Bernard Gallagher has started an electrical contracting business at 507 Washington Street, Mapleton, Pa.

Space in the newly-erected Liberty Building, Des Moines, Iowa, has been leased by the Liberty Electric & Appliance Company, of which E. J. Smith is manager.

The Washer Wilson Company, a chain store organization selling electrical appliances, has opened its forty-first store at Chico, Cal. L. S. Harris is the local manager.

New quarters for their contracting business have been taken by the Clarence F. Hammer Company at 1804 Joffre Avenue, Toledo, Ohio.

The Consolidated Electric Company has moved its offices and store from the building on Washington Square, Troy, N. Y., which it has occupied for several years, to the Wilmarth Block on Main Street, purchased some time ago.

Irving A. Brody, for the past two years connected with the Brody Electrical Company, Union, N. J., has severed his relations with that company and will establish a similar business in North Adams, Mass.

The Peoples Electric Company, Beaumont, Tex., has just completed the installation of all wiring and fixtures in the new building of the Security State Bank and Trust Company there.

The Culver Electric Shop has been established in Culver City, Cal.

The Williams Electric Company is the name of a new fixture and contracting company which has opened at 231 South Salisbury Street, Raleigh, N. C.

L. W. Olsen, 8516 South Vermont Street, Los Angeles, has opened a radio department in his store at that address.

F. J. McGinnis, Sacramento, Calif., has moved into a larger and more modern store at 1118 J Street, where he will continue his electrical appliance business.

E. F. Pendergast, head of the Rockford (Ill.) company of that name, has retired from business owing to ill health.

Hoffman & Elias have moved their store to 59 West 51st Street, New York City.

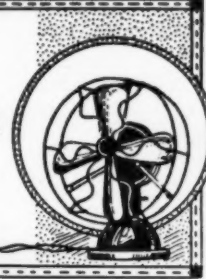
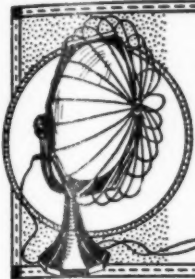
The W. G. Cornell Company has moved to the American Chicle Building, Long Island City, N. Y., where it has consolidated its offices, warehouse and shop.

The A. A. Electric Shop, of Sheboygan, Mich., has been purchased from August Acker by Gerhard W. Fedler and Carl W. Rickmeier and is to be conducted under the name of Rickmeier-Fedler Electric Company hereafter. Mr. Rickmeier will have charge of the sales and purchasing department of the business and Mr. Fedler will take over the operating end. The firm will maintain a housewiring department and a fixture and appliance department and is considering the establishment of a radio department.

As an appropriate celebration of their fiftieth anniversary the Wolfe Electric Company of Omaha has moved into one of the largest and brightest corner display rooms in that city, with 3,000 square feet of floor space, and a large expanse of glass. A dozen salesmen are required to handle the present patronage.

• MANUFACTURING •

A Department Devoted to the Latest Devices Used by the Electrical Contractor and Dealer



Tumbler Switch



A lock type tumbler switch has just been placed on the market by the Bryant Electric Company of Bridgeport, Conn. The device is similar to the company's shallow cup flush tumbler switch except that the composition handle has been removed and replaced by a fibre shield slotted to receive the actuating key. With each switch is furnished a metal key for operating it, all keys being alike.

Switch Plug

A new switch plug for use with kitchen lighting units for controlling the lighting unit and providing also a



means for attaching an appliance is being manufactured by Harvey Hubbell, Inc., Bridgeport, Conn. The unit combines a pendent push button and a convenience outlet, the outlet being always "alive." The T-slots of the outlet permit the attachment of iron, toaster, percolator or other appliance.

Single-Fused Wiring Devices

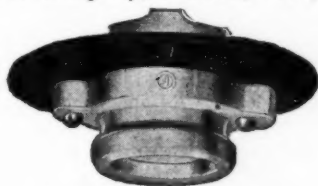


The Bryant Electric Company, Bridgeport, Conn., has adapted its several types of standard cut-out bases and fused switches for use on single-fused circuits, in accordance with the recommendation of the 1923 National Electrical Code to use fuses only on the ungrounded side of all branch circuits. This has been effected by removing the fuse holding means from one side of all double-pole mainline and branch circuit cut-out bases and bridging the gap with a permanent metal shunt, thus leaving pro-

visions for the use of only one fuse in each circuit. On the triplepole devices the middle or neutral fuse receptacles have been omitted and the gap bridged by shunts.

Outlet Box Receptacles

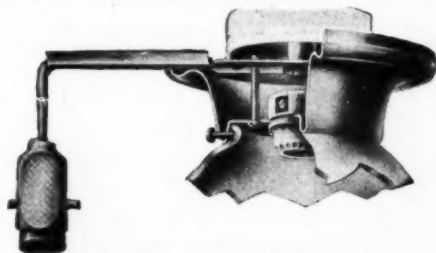
A new line of outlet box receptacles is being marketed by the E. H. Freeman Electric Company, Trenton, N. J., under



their trademark, "Circle F". These have open terminals and sherardized covers. They are furnished either in the porcelain receptacle without cover or with 3 1/4-in. or 4-in. cover. The hole required for this receptacle is 1 1/2 inches in diameter.

Reflector Flange

A reflector flange and direct connection porcelain socket has been put on the market by the Edwin F. Guth Company, St. Louis. Mounting is accomplished by means of a threaded bridge or stirrup, which may be attached to



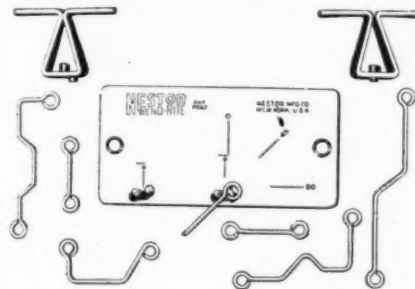
fixture stud or screwed direct to the ceiling. Concealed screws in key-hole slots within the glass globe and a patented porcelain receptacle facilitate installation, the only tools needed being screwdriver and pliers. If desired, the company furnishes a porcelain enameled metal extended bridge projecting beyond the edge of the reflector flange for a pendant plug-in switch, permitting the use of electrical appliances without interfering with the light.

Bracket Support

The Peerless Electro Products Company, 200 Holliday Street, Baltimore, has brought out a wall case bracket support, designed to enable the user to hang, without extra stud or hickey, any wall bracket equipped with either stem or French back. This adapter, besides fitting all standard wall cases, will also fit any 3-in. or 3 1/4-in. box, thus permitting the hanging of ceiling fixtures, with 1/4-in. stem, without the use of a hickey.

Bending Device

A device for making eyes, loops, bends and offsets on radio bus bars has been put on the market by the Nestor Manufacturing Company, 40 West 13th



Street, New York City. It can be used on either a round or a square busbar, for any desired hookup. It consists of a metal plate containing pin and lug and a bender to bend the bar into the particular angle or form desired.

Push Button Switch

A new line of shallow push button switches has been announced by the Bryant Electric Company, Bridgeport, Conn. They are made in single-pole, double-pole, three-point and four-1/2-



point styles. Their depth is 1 7/32 from the underside of the yokes to the backs of the porcelain cups. The contact terminals are held by two screws instead of one so that terminals cannot

shift position. They have "dead" mechanisms, insulating the current-carrying parts from all other metal parts.

Canopy Switch

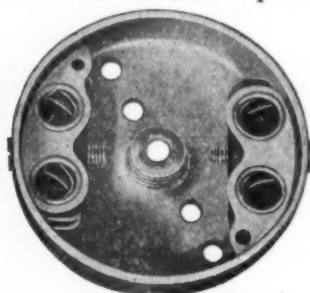
A canopy switch with very shallow flat-back brackets is being marketed by the Beaver Machine & Tool Company.



The mechanism is of rotary type, rated for 3 amp. 125 volt, and the base is designed so that only 1/4-in. clearance is required in back of the bracket. The leads come out of the side of the composition. A similar type is also designed for the cast-metal brackets.

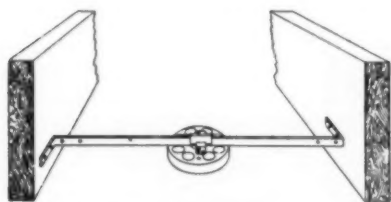
Wiring Supplies

The National Metal Molding Company, Pittsburgh, has brought out a new cable and loom box, 3/4-in. deep and 3 1/4-in. in diameter. It is provided with a 3/8-in. fixture stud, the top of which



is 3/16 below the rim of the box. The box and the clamps are protected against corrosion by a coat of zinc, alloyed with the steel, known as the "sherardizing" process. The two clamps furnished with each box are channel shaped and have a double grip that holds either armored cable or loom or both.

The company is also marketing a new outlet box support, called the "National



Bendit Box Bar." It is a steel bar so designed that it may be fastened between joists or studding edgewise like an I-beam, or nailed flat to the bottom of a joist like an ordinary bar, when a 1/2-in. shallow pan is installed and plaster will cover.

Condensed Notes of Interest to the Trade

The Detroit Insulated Wire Company, Detroit, has added lead covered wire, rubber covered wire and cable to its line.

The American Wiremold Company will hereafter conduct its New York business in its own name and will not appoint a manufacturers' agent to succeed the late C. C. Sibley.

The Waterbury Metal Wares Company, Waterbury, Conn., manufacturer of lighting fixtures and lighting specialties, has recently issued its Catalogue Number 2, for distribution to the trade.

The General Electric Company, Chicago jobbers, have just issued a new 804 page general catalogue.

A new branch wholesale house of the Western Electric Company has been opened at 88 Hudson Street, Albany, N. Y. J. J. Portley, who has represented the company in the Albany district for some years, has been appointed manager. The company also has opened a branch at Dallas, Tex., at the corner of Wood and Austin streets.

The E. H. Freeman Electric Company, manufacturer of porcelain and electrical specialties, Trenton, N. J., has just issued a new discount sheet which gives net prices for every item and in various quantities, making it easy for contractor-dealers to know the quantity of any item to order and figure a retail price that will allow a fair profit.

The Partrick & Wilkins Company, 51 North Seventh Street, Philadelphia, Pa., has issued its catalogue, Number 42, listing the annunciators, electrical household goods, signalling apparatus and signalling systems which it manufactures.

A booklet entitled "Commutator Insulation and Assembly" has been issued by the Mica Insulator Company, 58 Church Street, New York.

Eugene R. Kulka, formerly electrical engineer of the Magnus Electric Company, has been elected president of the Besco Electrical Manufacturing Corporation, 260 Stone Avenue, Brooklyn.

Curtis Lighting, Inc., has appointed Karl Anton Piez, 146 Summer Street, Boston, as resident engineer in the New England States. George P. Pritchett, resident engineer, 510 Securities Building, Des Moines, is now assisting H. B. Wheeler, who represents the company in Iowa and Nebraska.

The Independent Electrical Supply Company is now in new quarters at 52-54 Murray Street, New York City. The company has entered the radio jobbing field on an extensive scale.

The Liberty Guage and Instrument Company, of Cleveland, manufacturer of household and heating appliances, has prepared a new set of window display material for distribution to the trade.

The Pittsburgh Reflector Company is the new name of the corporation known formerly as the Pittsburgh Reflector & Illuminating Company, of that city. This is merely a change in name, there having been no change in management or ownership.

The Peerless Electro Products Company, Baltimore, has appointed the Craven Electric Sales Company, Philadelphia, as sales agent and representative for eastern Pennsylvania and southern New Jersey. In addition to sales service for jobbers, the Craven company plans a missionary service direct to the contractor to demonstrate the value of the Peerless line of fixture hangers, wall case supports and other products.

A booklet, entitled "Store Lighting with X-Ray Reflectors" has been issued by Curtis Lighting, Inc., 1119 West Jackson Boulevard, Chicago, dealing with store-lighting problems.

The Penn Electrical & Manufacturing Company, Irwin, Pa., manufacturers of switch-boards and panels, has just completed an addition to its main building, which practically doubles its manufacturing capacity.

The General Electric Company will erect a five-story concrete office building and warehouse, with a service shop adjoining, in Detroit. The cost will be \$500,000. A similar building is planned by the company for Cincinnati.